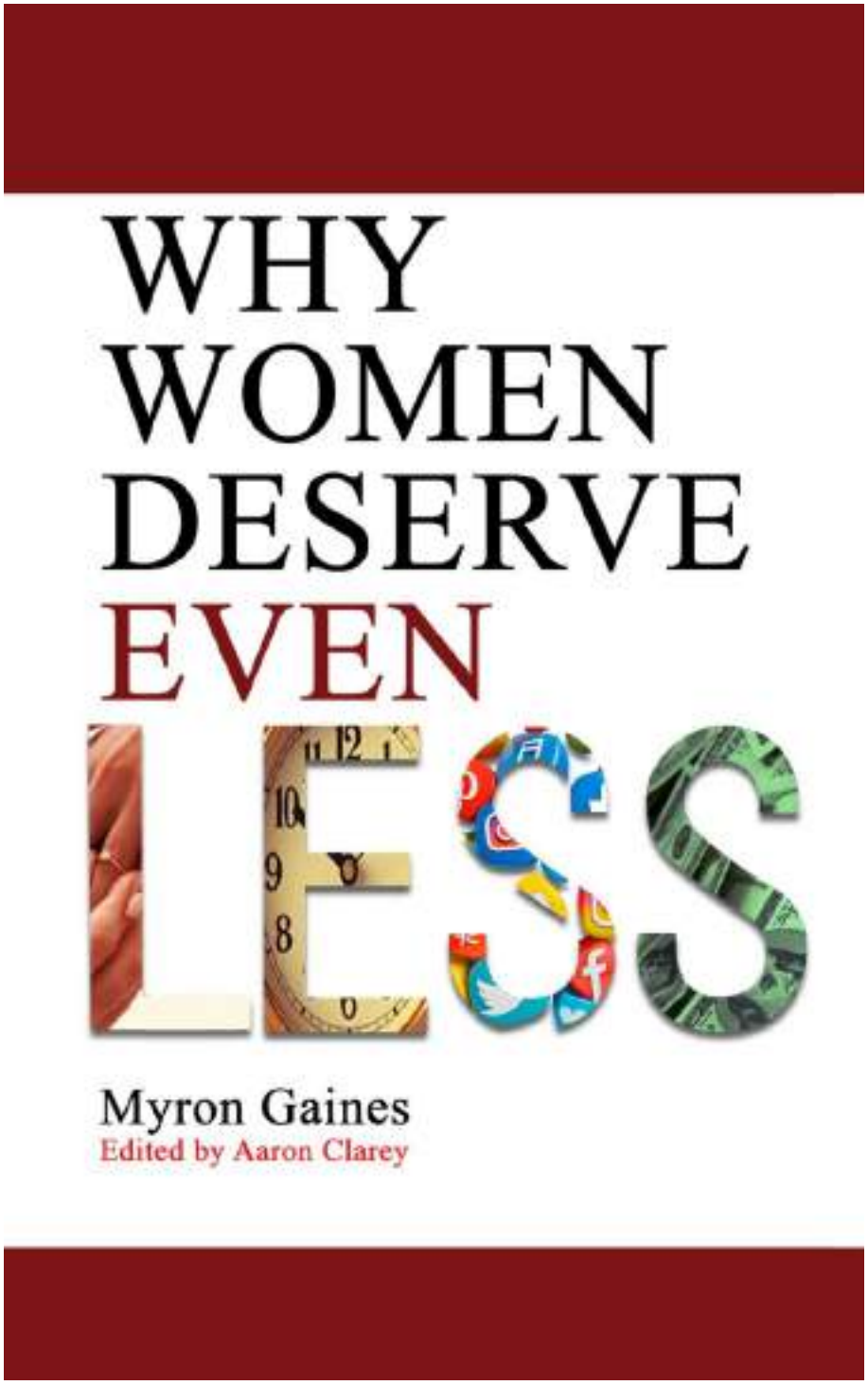


WHY WOMEN DESERVE EVEN LESS

Copyright © 2026 Myron Gaines.

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law. For permission requests, write to the publisher, addressed “Attention: Permissions Coordinator,” at the address below:

unplugfit@gmail.com

DEDICATION

To my parents and my brother.

Email any serious typos and mistakes to Aaron Clarey at www.assholeconsulting.com.

TABLE OF CONTENTS:

Contents

CHAPTER 1 - THE ARMS RACE

CHAPTER 2 - THE END OF DATING APPS

CHAPTER 3 - SUGAR SITES

CHAPTER 4 - WOMEN’S FURTHER RETREAT INTO SOCIAL MEDIA

CHAPTER 5 - RISE OF THE INTERNET INFLUENCER

CHAPTER 6 - WHAT DO WOMEN WANT?

CHAPTER 7 - MEN’S REACTION

CHAPTER 8 - STRATEGY AND RECOMMENDATIONS

ADDITIONAL RESOURCES:

STATISTICS AND SOURCES:

PART I - THE MARKET

CHAPTER 1 - THE ARMS RACE

Nobody thinks much about WWI because it was so long ago. And what people do think about it, usually involves something about somebody getting assassinated, all the European countries going to war with one another, everybody ending up in trenches, and maybe the Red Baron was flying around.

But what most people don't realize about WWI is just how much military warfare advanced technologically in a short four year period of time. We went from bolt action rifles to machine guns. Horses to tanks. Submarine warfare became a thing. And planes went from mere observational toys to dedicated dog fighters and bombers. Compared to modern day technology, these advances seem archaic and primitive, and they are. But at the time, these technological advances were occurring at such a blistering speed, it was shocking to the generals and soldiers who unfortunately had to fight this war.

The same can be said of the Sex War between men and women today.

It was a short three years ago "Why Women Deserve Less" was published. And while it was intended to be a precise, consolidated, yet practical compilation of all the wisdom myself and scores of other mainstream Red Pill influencers came to understand and appreciate, it's surprisingly already out of date. Because while the fundamental Red Pill truths remain the same (and always will), the battlefield between men and women in our own modern day "Sex War" has evolved so quickly an update to the barely 3-year-old original is already required. And just as soldiers in WWI had to adjust and adapt to rapid technological developments on the battlefield...or die...so too must the men of today adapt to the changes of the rapidly-evolving Sex War.

Like WWI, a majority of changes in today's dating market are technological. Some of these changes are also due to the sociological fallout of those technological changes. There has also been a rapid change and evolution in social media and the role it plays in the Sex War. And what is equally important (and ultimately telling) has been women's behaviors and reactions to these technological and social advances. And just like a military commander getting reports from his intelligence agencies in the field necessitates he changes his tactics and strategies, men need to be equally informed as to how the battlefield has changed, and change their tactics as well.

"Why Women Deserve Even Less" is this "intelligence report." It is an explanation and review of the changes going on in the dating market that your average man must know about that have happened these short few years. It requires you read the original book "Why Women Deserve Less" to bring you up to speed so you can digest this one. And future successive reports will be made as changes in the dating market warrant it (so you can expect updates every 2-3 years). But just as the days of horse-drawn artillery are long gone, so too are the days of simply hitting the gym, putting on a nice shirt, and asking that cute girl online out for a date.

You are fighting in 2026.

CHAPTER 2 - THE END OF DATING APPS

"You can't have a dating app without dates."

Arguably, the single largest change in the dating market these past few years has been the "beginning of the end" of dating apps. What was once the primary way to meet people a decade ago, and was the single largest "force" in the modern-day dating market, dating apps have now fallen out of favor, if not outright failed the current generation of young people.

WHY DATING APPS WERE HORRIBLE

It is no secret (to men anyway) that dating apps were horrible. Perhaps in 2012 they had their halcyon days where men and women actually got together and went on dates (perhaps even had sex). But as time and technology moved on, dating apps devolved into something so warped and bastardized, it had two distinct effects that brought about their own ending.

The first is it warped and perverted women's dating expectations and behaviors. Giving women what seemed to be an unlimited choice of men, led women to having the delusional expectations of men they have today. It wasn't so much that dating apps changed what women wanted, but it falsely promised it could deliver on what women always wanted - that 6'2" wealthy "Disney Prince," who voted democrat, rocked her world in bed, but also respected her joke girlboss profession. And with that perfect man (or better yet, ***an even better man***) just one swipe away, the hypergamic nature of women took over, ensuring they would ***forever be looking*** for a better man, yet never choosing or settling for one, effectively taking all these women off the dating market...while ironically being on a dating app.

The second thing it did was expose women's general disinterest in men. Not the dating apps themselves, but the data these dating apps published. If you've noticed over the years women (and society in general) HATE the data coming from dating apps because it exposes women's true (and lackluster) interest in men. It also exposes their dating strategies, as well as their strategies to extract resources out of men they're not interested in be that attention, money, time, affirmative action, deference, auto repairs, free labor, homework, rent, or any other form of preferential treatment. But in terms of what it did to dating apps is it drove men off of these platforms. Because once men started seeing how few women actually went on dates, they abandoned the apps because...well...you can't have a dating app without dates. And it is here we are all familiar with the abysmally dire statistics men face on dating apps:

There is the classic OK Cupid study where it was proven women find 80% of men unattractive.

Dating apps remain a sausage fest with 76% of Tinder users being men and 24% being women.

Across all dating platforms, women's disinterest in men is proven at every stage in the online dating process from swiping right, to matching, to chatting, to inevitably meeting. Men swipe right on 46% of profiles, women only 14%. Women match with 10% of men, while men only match with .6% (not 6%.. POINT 6 PERCENT) of women. Of all the matches women get, they only respond to 1 in 8 as they're flooded with messages in their inbox. And depending on the platform you're on, men can expect less than 1 in 10 of the women they're chatting with to go on an actual date.

In the end, men are literally swiping right 10's of thousands of times over years of being online, only to get a single-digit number of dates, resulting in those thunderstorm "Tinder Analytics" reports you can find by doing an image search online.

Finally, it is no secret many women use dating apps as a form of validation or entertainment. What percent this is varies based on the source. On the low end Pew estimates it at 22%, while on the high end an MTV poll puts it at 61%. But the real number is

effectively much higher when you realize the vast, vast majority of women never go on dates with the men they match with online, rendering the entire process one of attention-seeking and validation.

All of these statistics are now publicly known. Every man alive today is not some dopey Boomer in 1978 who is naive to the true nature of women. And these statistics have confirmed that what men were experiencing in the real world was not “bad luck” or they “just had a shitty hair cut.” No, it proved women did not like men anywhere near as much as men liked women, and that dating apps were no longer for getting dates, but had evolved into apps where you go to merely worship women.

HOW DATING APPS GOT EVEN WORSE

Dating apps were indeed cancer. But if you could believe it, they were about to get a whole lot worse. Because they were about to contract a case of herpes with a side of gonorrhea on top of it.

The herpes infection would come in the form of women’s continued hypergamy. Ground breaking as the OK Cupid study was showing women found only 20% of men attractive, subsequent online dating data showed something much worse. Women were continuing to get even more picky over time.

Rollo’s Tomassi’s latest book “Reignite” discusses this migration. While a short 5 years ago it was common knowledge women only found 20% of men attractive, online dating data was starting to show women didn’t find the top 20% of men attractive. They only found them “not ugly.” The percent of that 20% that they actually found attractive was a lot lower.

This is explained by Rollo’s “80/20/4.5 Rule” which is based on research conducted by Dr. Steve Stewart-Williams where (again, based on online dating data) 60% of men liked women’s dating profiles, while women only liked 4.5% of men’s dating profiles. This is corroborated by an excellent article titled, “*Tinder Experiments — Answering Questions and Criticisms Part II*” which cites the book “*Dataclysm*” by Christian Rudder, showing women don’t really send men messages until those men are in the top 7% of all men, which is the point at which women’s messaging of men skyrockets.

Whether it’s the top 4.5% of men or the top 7% of men, it certainly isn’t the top 20% of men. The advice of “Bro, you just have to not be fat and that puts you in the top 30%” is outdated. You need to be in the top 5% of men, the best man in a room of 20 men, to reach the “critical mass” necessary for women to be naturally attracted to you, at which point online dating is even worth your time. For the remaining 95% of men, online dating is a waste.

The gonorrhea infection came from the enshitification of dating apps them-

selves.

Like many products corporations enshitify today, dating apps shouldn't be that complicated or hard. It should be profiles of all the people looking for dates and everybody swipes and matches as they feel fit. But online dating companies face two complications that make such a simple concept impossible.

First, most online dating companies are publicly traded firms, meaning they can’t just make a good product at a fair price. They have to CONSTANTLY make more and more profit as the majority of their corporate executives’ income is determined by stock-based performance. Meaning, the stock price has to go up FOREVER for them to collect the majority of their income. So instead of a simple dating platform, they need to squeeze more and more profit out of the dating app even if there is no profit left to squeeze. This leads to paywalls, subscription services, “premium memberships,” algorithms, and other general corporate fuckery that makes dating apps even worse than what they already are.

Second, online dating companies have to deal with the fact the vast, vast majority of their female users simply do not want to date. And not only do they not want to date, but men now know this too. And since men make up the majority of the paid user base, dating app’s main customers are leaving. Dating app companies now have

to somehow keep men coming back to a dating platform that offers no dates. Which once again leads to...more corporate fuckery.

What form does this corporate fuckery take? All of them. Every single form. Every possible enshitification tactic you can think of, online dating companies have used it.

There are cute pricing tiers like “Bronze, Silver, Gold, and Onyx” where you are misled to think paying for a higher tier will get you access to more women.

There are “specials” where if you “buy now” your profile will be promoted to all the women in your area for the next 30 minutes! (They pinky-swear!).

Counter to that, they will throttle your profile, drying up any matches you get...unless you fork over more money.

Like YouTube, dating app companies are ALWAYS fucking with their algorithm to achieve some underhanded goal or another. Showing new or “trial members” the profiles of hot women so you think you have a shot...only to pull them away once you commit...or forget to cancel your subscription. Up-voting profiles that get a lot of likes and only showing them to other people who are equally popular, ensuring you never see any attractive women...that is of course unless you pay $39.95 for “Profile Boost!” It has long been known that dating apps have fake profiles to lure people into paying for the service. And dating apps are slow to remove the blatantly bogus profiles of women who use the app to feed their OnlyFans account, because those are paying members too.

Dating apps spy on you, collecting data in part to tailor the profiles they show you, but also to sell your data to data brokers. Worse, they use your profile for dynamic pricing, charging more to wealthy, overweight, desperate middle aged men, than they would a 31 year old body builder who is part of that coveted 5% of men.

Dating apps employ gambling psychology much like casinos do with their slot machines, doing their best to get you addicted to that “hit.” Worse, that “hit” is not a date or getting laid. It’s just getting a simple match, like, or chat!

And then there’s pay-to-win. Though implied in some of the tactics listed above, different dating apps have actual “in app currencies” you can buy to impress people by purchasing “super-likes” or sending them a bouquet of digital flowers or some other such horseshit feature that never got a single man in the history of dating apps laid.

But perhaps the most infamous example of online dating companies’ desperation to “make number go up” was when Bumble - which prided itself on its feature that only empowered women could initiate contact on the app — rescinded this keystone feature because, frankly, women were too cowardly or disinterested to initiate conversations with men. To anyone who was paying attention, it truly was the instance they pulled the curtain back and exposed how useless dating apps had become.

At the end of the day, dating apps had become so bad that not only did they fail to deliver the simple product of a date, but they made the process a painful and costly experience. Such a painful and costly experience, it even overrode the male sex drive, driving away men (and women) in droves. Dating apps may have worked way back in the Obama administration days. But today everybody knows it’s a scam...except the dating app companies themselves.

PEOPLE’S ABANDONMENT OF DATING APPS

Given the online dating industry doesn’t provide dates, it should shock no one that people who are interested in dating are moving elsewhere. This doesn’t mean the online dating industry is collapsing at this moment in time, but it has stagnated. It is the beginning of the end. And the data proves it.

Tinder membership peaked in 2022 at 10.9 million clients, dropping 10% to 9.8 million members today. Bumble peaked in 2024 with 4.25 million users, down 16% to 3.57 million on their 3Q 2025

quarterly report. I'd look up the others, but I don't have to. An ice cream stand that doesn't sell ice cream will go out of business.

The amount of time people spend on dating apps has also collapsed. 2018 data showed people were spending about 85 minutes a day on dating apps. Today that has collapsed to 51 minutes (though admittedly, these statistics come from two different sources). Also showing is the trend of younger people abandoning dating apps as Gen Z spends 49.6 minutes on dating apps per day compared to the 55.7 minutes their Millennial counterparts do. Men are also spending less time than women, 49.3 vs 52.3.

Further, echoing younger people's distaste for online dating is Gen Z's very cool, overall reception to it. According to a 2023 survey Millennials (who are now in their 40s and should at least have a divorce or two under their belts) accounted for 61% of dating app users while Gen Z (the young people who are supposed to be out there dating and falling in love) account for only 26% of dating app users. And this data is 3 years old. It's likely even worse.

Other data shows Gen Z are using some dating apps at higher rates (notably, Tinder, Bumble and Hinge), but abandoning other apps (Plenty of Fish, e Harmony, OK Cupid) where older generations account for the majority of users. This is likely due to simple youth where at least SOME people want to get laid, as opposed to married. And Bumble obviously skews towards younger, Gen Z women. Though as Gen Z ages, it is likely these participation rates will level off.

Finally, cementing Gen Z's luke-warm interest in online dating is they have the least amount of patience for it. Citing the highest "dating app fatigue" or "burn- out" of all generations at 78%, Gen Z - despite being the youngest generation - just doesn't have the energy for it. This is not a sign of weakness or the inability to handle rejection, but intelligence as Gen Z seems to be the only generation to have the gall to point out how stupid and just what a waste of time online dating is.

We can talk all day about the underlying trends and demographics of the online dating industry, but all of this analysis can be summed up in two simple numbers - the stock prices of both Match Group and Bumble - which account for 90% of the online dating sites and industry. If online dating worked, these companies would be making a fortune. And consequently, their stock prices would be going through the roof. Instead, their stock prices have absolutely tanked.

Match Group was at one time trading at a high of $169 and today trades at $32.54. An 80% drop. And Bumble, the most girlbossy of girlboss dating apps that ever girlbossed, had a peak price of $75.46, which is now down 95% to its current price of $3.45 (and no PE ratio because it has no profits either!). Whatever hope society and the economy had for these dating apps to deliver dates is long gone and eroded away. Investors have realized this, and so have any prospective future dating app clientele.

This does not mean dating apps will go away in their entirety, nor does it mean dating apps won't continue to play at least some role in men's dating lives in the future. Much like sports bars for Boomers and nightclubs for Gen X'ers hung around looooong after they were useful, so too will dating apps, on account they're already here. To quote Donald Rumsfeld, "*You go to war with the army you got,*" and they're the venues and dating infrastructure that exists and are available for men to use in the here and now. But just like "sports bars" and "nightclubs" are aging out fast, so too will dating apps. And it's up to men to acknowledge this and change their dating strategy accordingly.

The question is where are women going, if not the dating apps?

CHAPTER 3 - SUGAR SITES

To be clear women will never fully quit dating apps. The free attention and validation they get is just too addictive. But as dating apps fail to deliver the impossible Disney Prince husband they want, they will go elsewhere in search for him. This may be a different dating app. This may be traveling overseas. It could be Meetup groups. Some may even go to church. For most it will be a combination of "all of the above." But the two main and most noteworthy destinations women are migrating to are:

- sugar sites and
- a further retreat into social media

And sugar sites are the destination we will be discussing in Chapter 3.

Sugar sites have been around in one form or another ever since Seeking Arrangement started operations in 2006. They exploded in number and increased in popularity during the 20-teens as an increasing percentage of college-going girls used "sugaring" as a means to afford tuition and subsidize their expenses. It has since melded into the background, becoming an accepted-though-saucy fact of life that most men today don't give a second thought to. But just as a perfect summer day is the prelude to an evening of damaging thunderstorms and tornadoes, the conditions for the "perfect storm" have formed for sugaring to become a very real and powerful reality men will face in the dating arms race going forward.

There are three ingredients that have brought about this "sugaring" storm. Political, cultural, and economic. And it's strongly recommended you get familiar with them if you wish to be dating in the future.

POLITICAL

There is really only one political "force" or "ingredient" when it comes to the formation of this "Sugar-Baby Thunderstorm." And it's what democrats and feminists have been fighting for since the 1960s - the elimination of husbands from women's lives. The destruction of the nuclear family.

To what degree these political forces want men removed from women's lives varies, depending on what role an individual woman wants a man to play in her life. Generally, the default setting is "*I don't need no man*" where most young women are of the baseline opinion men are not needed in their lives, period. However, if a woman does want a man in her life, it is in a role that is only permitted by the democrat party and feminist theology, namely he is a "partner" or a "co-equal business colleague." They may be married, but the man is absolutely NOT a breadwinner, provider, or anything else that would otherwise threaten her "strength and independence." Men may also take on the role of an accessory like a tea cup dog or some kind of trophy, used as a means for bragging rights or a status symbol. He is a luxury item like a handbag to prove to other women how great you are and how "you got yours." But under no circumstances should you rely on him or love him. He is a thing there to serve you and your ego.

How women get to this point is irrelevant. The brainwashing starts in school by leftist-feminist teachers. It's reinforced in college. And further reinforced till death by media, democrat policies, other women, social media, and girlboss corporate advertising. The point is by the time women are of marrying age, they are of the opinion they don't need a man, perhaps don't even want a man, and sadly, may even hate men. And since men are not needed, and all woman are "strong and independent," marrying one for financial support is so shameful it ABSOLUTELY CANNOT be tolerated.

To put an even finer point on it - the option to marry a man for financial support is mentally and philosophically off the table permanently for most women today.

CULTURAL

In combination with political forces, culturally women have been equally propagandized of two things. The first is to abandon

traditionalism, and the second is that they are responsible for nothing. Not that women can go and murder a school bus of children and get off scot-free. But if a woman makes a mistake that fucks up her life, society has this sickness where it bends over backwards to assure women it couldn't possibly be their fault, and likely toss them some taxpayer money along the way.

Did you major in some laughably stupid liberal arts degree? It's not your fault. It's "Trump's fault." And you deserve a student loan bailout.

Did you get fat and your husband stepped out on you? It's not your fault you became fat and unfuckable. No, it's a "fat-phobic society" and he should "love you for you."

Did you have 5 kids with 4 fathers and now can't make rent? It's not your fault you're poor and bitching about not being able to buy Doritos with your SNAP benefits. It has to be all those baby daddies' faults.

And is the black man going overseas or dating white women? No, it's not your fault you're a loud, fat black woman that people can hear 10 blocks away. He just "can't handle you."

There are many instances where society never holds women accountable for their decisions. But as it pertains to this discussion, society's indifference towards women being prostitutes or sex workers is equally permissive. Nobody really cares if women engage in sugaring.

Perhaps this is more of a function of Americans becoming more libertarian in their beliefs. Nobody really cares if gay people have relationships or if people smoke pot, so what do most people care if women engage in sex work? Perhaps people are cynically acknowledging marriage has always been legalized prostitution, it's just based on a long term purchase contract versus a short term rental agreement we've traditionally associated with "real" prostitution. The point is, just like we bend over backwards to assuage women it's not their fault their car got repossessed, society lacks the cultural wherewithal (or even concern) to shame women for engaging in prostitution like we once did.

And then there's "empowerment."

Permissive is one thing. So is libertarian indifference. But encouraging and celebrating what women do, no matter how mundane it is, is "empowering!"

Ooooh, you paid your rent! You're empowered!

You pumped your gas?? You're empowered!

You got a Doctorate in Social Work, but sell pictures of your butthole online to make interest-only payments on your student loans? You go girl! You're empowered!

Culturally, women have been conditioned to believe anything they do is "amazing" and "empowering" usually by people who are screwing them over for some ulterior motive. Corporations want to sell women $85,000 hand bags and use them for cheap labor. Democrats want women to vote for them at the expense of a loving nuclear family. Colleges want to screw women out of their tuition money. And men just want to fuck them. "*Yeah, you're brave and amazing, now give me your money/labor/vote/tuition dollars/a blow job.*" This provides an environment where nobody is checking women, correcting them, or telling them the truth, even if it's for their own best interests.

But further reinforcing this delusion is women's ownership of their own lives. Yes, like anyone else, women have complete and total ownership of their own lives. And yes, therefore they have 100% complete and total right to make the choices they want. But they confuse the "right to make a choice" as the "right choice to make," meaning in their minds ALL of their choices are infallible...no matter how bad and destructive those decisions might actually be. This has not only led women to think it's OK to be a sex worker, but that it's also...you guessed it..."empowering."

If you go online, “sugaring” isn’t some discreet, shameful thing women do anonymously and behind closed doors. It’s a celebrated lifestyle where women proudly boast about being a sugar baby. From roughly 2019 to 2022 there was a big sex workers rights movement that, among other things, aimed to de-stigmatize sex work. This is also the same time Only Fans exploded going from $238 million in revenue in 2019 to $7.9 billion a mere 4 years later. TikTok has an entire “Sugar Baby Lifestyle” section where sugaring is celebrated and glamorized online by “professional” sugar babies where they flex their fancy cars, expensive trips, jewelry and other such trophies. There’s even a “sugar baby school” where women exchange pointers and tips for aspiring sugar babies looking to get into the industry.

But if you really want to see just how celebrated and glamorized sugaring has become, read the sugar baby sites themselves. It is literally some of the best propaganda writing in the history of the world as they manage to convince women they’re not sex workers, but glorious, ambitious, industrious, girlboss goddesses that are brave, amazing, and...you guessed it...empowered!

“Redefining chivalry.”

“Luxury dating where honest relationships can grow.”

“*Connect with sophisticated individuals who match your ambition and elevate your journey to the exciting, fulfilling life you deserve.”*

“You know your worth and are unwilling to compromise your vision. Confidence, ambition, and drive are qualities that resonate with you, and you seek someone who can match your intensity. You have a beautiful vision for your life and you understand the value of finding the right partner to accompany you on that journey. Are you ready to date like you mean it and step into the life you deserve.”

“Your journey to first class dates.”

“Elevate your lifestyle by only dating men who are worthy of the woman you want to become.”

To quote Bill Burr, “***We’re talking about whores, people!***”

All this cultural programming hasn’t blurred the lines between dating and sex work. Nor has it made the difference between online dating and digital porn/prostitution an ambiguous gray area. It’s completely and totally destroyed any stigmatism or criticism associated with engaging in sex work, and replaced it instead with giant big green lights giving women all the go ahead they need. There is literally no shame, guilt, or cultural mores stopping women from becoming sugar babies, sex workers, digital porn stars, or prostitutes. They are literally encouraged, applauded, and celebrated to engage in these things because...remember...*it’s empowering*.

ECONOMIC

The final and underlying force bringing about the Sugar Baby Storm is economics. And economics is the most compelling and powerful of the three. The reason why is the current generation of young women are facing a NIGHTMARE of CRIPPLING economic conditions that are so bad, the vast majority of them will start their adult lives in poverty and likely stay there forever.

First, there is the single largest financial mistake young women make - going into debt for absolute piss-shit stupid degrees. Going to college is fine if you're majoring in Electrical Engineering. Going to college is fine if you go online or to a cheap community college. But women do neither, choosing instead to go to expensive flagship campuses, party for 4 years, major in “Journalism” or “Social Work,” and then let their $50,000 student loan balance accrue interest exponentially. Worse, women often double down on their worthless degrees, pursuing Masters or law degrees, which only increases their debt load from $50,000 to $200,000. These women aren’t even 25 yet and they’re already saddled with crippling debt that is growing exponentially like cancer.

Second, they’re unemployable. The only way they can pay off their student loans is by working a second low-paying job, because they don’t have the skills to find a singular high-paying one. But

instead of working a second job they often do the opposite and go into further debt so they can travel, live downtown, have a journey, or just “live life.” YOLO, you know! Besides, “she earned it!” Unfortunately, this leads to a debt-spiral where they need to borrow money just to afford basics like rent or food as the interest on their debts consume a majority of their disposable income. It also sends them down the unenviable path of becoming a 42 year old student loan protester.

Third, what employment they do find is increasingly unreliable in two important ways. One, joke jobs that skew female like “HR,” “marketing,” “non-profit work,” and general admin are so low-skill they are increasingly being replaced by AI or outsourcing. And two, with Trump’s election a whole host of make-work welfare jobs (that also skew female) are on the chopping block as well. DEI “consultants,” ESG “advisors,” student counselors, non-profit workers, social workers, NPR/PBS writers, and the entirety of “USAID” type of jobs are either gone or getting cut.

Fourth, after a 5 year hiatus, the federal government has mandated student loans be paid back again. And if you don’t make payments your wages, tax refunds, and disability checks will be garnished.

Finally, inflation. Not to make it a long, boring lesson in economics, but everybody loves voting for free shit. Especially women. Women LOVE voting for free shit. They love voting for free education. They love voting for free health care. They love voting for free housing. They love free shit so much, they even vote to import people here who aren't Americans so we can give them free shit too.

The problem is, there's no such thing as “free shit.” All those stimi checks you got during COVID? That was paid with borrowed and printed off money. All those EBT cards, section 8 housing vouchers, SNAP benefits, disability benefits, Medicare and Medicaid payments you got? Paid for by borrowing and printing money. The problem is borrowing money or printing off money doesn’t create more housing, more food, more gas, or more doctors. It just floods the market with more money to chase the same amount of goods that already existed. WORSE, in paying all these people, you essentially paid them not to work. And by “not to work,” that means “didn’t produce anything that all this extra money could buy.” If you took all the COVID stimulus money and instead paid carpenters to build houses, we wouldn’t have a housing crisis, we'd have affordable housing. But you didn’t. So not only did you flood the market with money, you paid people not to produce things, which has caused the costly inflation we have today.

What’s worse than that, is the damage is permanent. Fine, everybody got stimi checks for a year. But once that money circulates in the economy, prices for everything go up permanently, making you and everyone else poorer *for the rest of our lives*.

The reason for the economics sermon wasn’t to lecture you, but it was to show how much permanent damage women (disproportionately) caused themselves (and us) by essentially voting in lifetime inflation. And since women are already disadvantaged when it comes to wages, earnings, and employment, this makes their situation go from bad to desperate. Wages, especially for women have stagnated. But their student loan balances also grow every year by 6-13%, depending on the interest rate on those loans. But worse than that, their lifetime expenses for very important things like housing, transportation, food, and gas are ALL growing faster than the wages their “HR generalist” career can ever hope to pay. Women were not only financially fucked once they entered college. They get progressively more fucked as time goes on, and largely only have themselves to blame.

Thankfully, god has equipped men and women with their own distinct strengths and abilities to handle harsh economic times.

Men have skills, talents, trades, manual labor, industriousness, math, nerdiness, innovation, and entrepreneurship. Men can also do without, living in the most minimal of conditions, using a bike to get to work, ramen to fill our bellies, and other forms of sheer sacrifice and grit to survive. And men can forge brotherhoods where they

room together, help each other out, find each other jobs, and repair each other's cars, until they all get back on their feet.

Women have pussy.

THE STORM

Culturally, we have removed any shame or resistance to women engaging in sex work. Be that outright prostitution, digital porn, sugaring, or whatever, there is no shame in women trading sex for money.

Economically, women continue to make horrible, life-crippling decisions that destroy them financially. Before they're 30 they end up talentless, debt-ridden, and poor, and in a self-imposed inflationary economy where they increasingly cannot afford basic life necessities. This would be horrible for any individual, but women have a commodity that is in high demand by half the population. So much so this commodity is arguably the "currency of the realm" and not the dollar - pussy. Ina very simplified and reduced economy, women can provide sex to men, if men in exchange pay for their living expenses.

We had a term for such an arrangement. We called it "marriage." And yes, there was a lot more to it than that. But at its stripped down, economic core, marriage was merely a transactional relationship where women fucked their men, and their men took care of them. This option is technically still on the table, but to quote Terrence Popp,

"BUUUUTTTTTT..."

Politically, women threw that option away.

And not only did they throw that option away, but the past 50 years they've been so openly hostile towards men, men have also removed marriage from the table.

This leaves an increasing percent of women with only one way out of the situation they've created for themselves — sex work. Their only way out of poverty and into a semblance of the "modern-day synthetic girlboss, dream life" they want for themselves is selling pussy. They might gussy it up, calling it some kind of euphemism (again, look at the empowering, flowery language sugar sites use), but at the end of the day it's transactional sex. And this will manifest itself in men's dating lives going forward in an increasing amount and variety of ways.

Anecdotally (and one of the main reasons I was prompted to write this update), was I noticed an increasing amount of the girls we found for the show were not only on dating apps, but sugaring sites as well. It's no secret we source our women guests from dating apps, sugar sites, OnlyFans etc., but there has been a significant increase in the percent of women who were once merely on dating apps, now switching to sugar sites. And yes, a main reason for that migration is financial.

Logically, the number of sugar sites have exploded since the original one in 2006. How many there are today and what is a bonafide "sugar site" versus a "luxury dating app" is up for debate (by the way, to protect themselves legally from prostitution charges sugar sites have rebranded into "luxury dating apps." They are still the same, as women want the money that comes with "luxury dating" and men want the sex that comes with young women). But there's at least 20 of them. Additionally, to expedite the process and appeal to a younger audience, these sites are going mobile. In 2020, 2 of the top 200 "lifestyle apps" were sugar apps, while today in 2025 there are 7.

Then there's raw numbers. Sugar sites like to boast about their user numbers for marketing purposes. And though this includes both male and female users, it shows sugar sites are growing. Adult Friend finder has gone from 40 million in 2019 to are ported 80 million in 2021 (that is the latest data and likely skewed by COVID). Ashley Madison has gone from 37 million in 2015 to 70 million today. And Seeking (formerly Seeking Arrangement) went from 2 million in 2013 to 25 million in 2024. With users in the tens of millions, it shouldn't shock people that an estimated 8% of Gen Z and

Millennials participate in sugaring, 5% of which are men, 3% of which are women. However, that poll was done in 2017, while another poll showed 5.2% of women on a college campus were sugaring in 2020. This indicates an increasing trend, which is likely even higher now.

And then there is the very curious and blatant case of OnlyFans (and OnlyFans type of sites).

Is OnlyFans sex work? Maybe? Is it rank prostitution? Probably not. Could we consider it “sex worker lite?” Sure. But it is selling pussy, digital as it may be. And say what you might about OnlyFans, but the fact their:

- user base went from 13.8 million accounts in 2019 to 400 million in 2025, and
- their revenue went from $238 million to $7.9 BILLION in the same time

proves “digital sex work” is increasingly profitable and common.

How common? That’s a curious question. A couple years back internet pundits were estimating 14% of American women ages 18-25 were on Only Fans. That 1 in 7 of the women you knew in this age cohort were digital porn stars. But common as it is for young women today to sign up for Only Fans, it is in fact not that high a percent. Based on research conducted by Aaron Clarey (which you can find here at his video titled “What Percent of American Women are on Only Fans” https://www.youtube.com/watch?v=2FGqFQmpIxI) the percent of 18-34 year old American women who are on Only Fans or Only Fans-type of sites is around 5% (likely higher the better looking they are). Still, this is 1 out of 20 and in line with previous polling where 5.2% of women admitted to consciously engaging in sugaring.

Finally, while the above figures show 5-percent-and-growing women are engaged in some kind of explicit sugaring, the most common instance a man is going to run into a sugar baby is not an app, a site, a girl on Chaturbate or Fansly. It’s going to be in his own personal relationships. Because criticize these sugaring women as much as you want. At least they’re honest.

What is much more likely to happen is you're going to run into a “normal girl” who has normal everyday problems of women her age. She'll have student loan debt. Credit card debt. A car that doesn’t work. And some piss-shit job to go along with her worthless piss-shit degree. However, if you were to ask her if she would set up an account on Chaturbate to help pay for her expenses, she would adamantly refuse, perhaps even be insulted. But that same girl who won't resort to “sex work” or sugaring will have absolutely no problems asking you for help with the rent, help with her car, or help with the bills.

The epitomal example of this is when men pay off their woman’s student loans.

You do know you just paid for her to party for 4 years, drink, fuck other guys, while getting indoctrinated to vote 40% of your income away, right? You know you paid her to essentially be a sugar baby in the past with other men, but not you in the present? You know you just deprived her of becoming actually independent, and just reinforced her to think she’s a badass-B-girlboss, right? And you know in the end she’s still a sugar baby and you’re a simp, right?

This is the real threat sugaring presents to the dating lives of men, both today and in the future. It’s not that she’s on some site, or that her butthole can be viewed by all the men in the world for $2.99. It’s that the perfect mix of cultural, political, and economic forces have combined that now and increasingly so into the future, women are going to become such financial liabilities they will have to become sugar babies at ***some*** level. And the economy will get so bad, and women’s finances will continue to become so dire, that paying for them is going to be an unavoidable fact of dating them in the future. Many of you reading this right now have already experienced this where a girl has asked for help with rent, paying her bills, or helping with her tuition. And perhaps in times past if she was a devout, loving, kind woman, you would have married her and taken

care of some of these things. But these aren't those times. Subsidizing her finances and past mistakes is going to be one of the first prerequisites upfront to dating women in the future. It's literally going to become "pay-to-play" way more than it ever was naturally or by tradition before. And that means when it comes to dating, men will not only have to compete against regular ole dudes on dating apps, but richer OLD dudes on the sugar apps, and the "Sugar Baby Lifestyle" women will be increasingly seeking.

THE SYNTHETIC "GIRLBOSS-SUGAR BABY" LIFESTYLE YOU'LL BE COMPETING AGAINST

In defense of sugar babies and women in general, their thought process and migration to sugaring is entirely rational. Young women have been PURPOSELY and SUCCESSFULLY brainwashed that men should play no traditional husband-type role in their lives. You could argue they consciously chose this, but some sympathy and acknowledgment has to be made that for the past 50 years feminists and leftists have HEAVILY propagandized women to "not need men." Women were equally propagandized (as we all were) to "follow our hearts and the money would follow," putting us all in crippling levels of student debt with no skills to get out. And there's no denying the harsh inflationary economy that directly threatens women's livelihoods (83% of sugar babies cite financial reasons for their sugaring). Literally, what other options do they have?

However, there are some other entirely sensible and rational reasons women choose to sugar outside of finances or desperation.

The main one would be their attempts to traditionally date and ultimately "find a man" have failed. To outside observers we can clearly see the classic "Pump and Dump" where Chad has sex with a woman, but has no intention of committing to her. She is just one in a harem of many. However, women do not see it that way. They think they finally found "their Disney Prince" and because he had sex with her, he was obviously on the cusp of proposing. Only for him to string her along, often times for years, only for it to fall apart...and for her to repeat that process again with another Chad. We laugh at it, but imagine the psychological and emotional toll this takes on women to perpetually be pumped-and-dumped WHILE THEY THINK THEY'RE IN LOVE for years, even decades. Just as men get exhausted with the dating market, so too do women, and consequently they become more practical and shrewd in their dating.

This leads to the second main reason women logically choose sugaring — clearly defined expectations.

One main complaint women have about dating apps is the unclear intentions men have on those apps. Of course, a lot of this confusion is women naively believing men are there for any other reason than sex. It also doesn't help women use dating apps for attention whoring and not dates. And it doesn't help further that men try to be polite by engaging in the "covert contract," naively assuming women know sex will inevitably be part of the contract instead of charmingly saying at the end of the second date, "*OK, now we fuck?*" Such naivety on the part of both parties leads to a tremendous amount of confusion and time being wasted. Sugaring cuts through this bullshit because the expectations are clear. There is sex. There is payment. There is no love. There is no marriage. There is no commitment. There is no stringing people along. There are simply no expectations and women's mental and emotional health are consequently protected.

Another benefit of sugaring is the same reason OnlyFans is a much better alternative to stripping. It's safer.

Sugar apps have, to their credit, instituted a bunch of safety features to help women safely sugar. Things like mandatory ID, verification tools, privacy tools, "check-in" tools, etc. They also have resources to help women avoid scammers and stalkers. And like any other internet platform, one can get to know the other pretty intricately before meeting in person. This not only makes them feel safer, but gives them a sense of control over whether a relationship will occur or not. Not to mention whether they get emotionally hurt or not.

Another unexpected, but very practical reason women are seeking sugaring is the networking opportunities it provides. In order to be a sugar daddy, you need sugar. And if you have sugar, that means you're rich. And if you're rich, chances are you must have some kind of network wherein you made your fortunes.

Women know this and are no dummies. 8% of women cite “networking” and “mentoring” as a secondary, though clever reason to sugar. Additionally, without love, many women only have their careers to focus on, which is a logical alignment of both parties’ interests.

And finally, why shouldn’t she get her bag?

If marriage, love, and kids are off the table, what else does the increasing percent of single women have to look forward to? Travel, shopping sprees, shoes, luxury cars, handbags, spa days, mimosas, and a luxury condo. All these things can be provided through sugaring, and 58% of sugar babies cite material items as a reason to sugar.

The key thing men need to realize about this new “Sugaring Lifestyle” is while it may seem sad these women will never be loved, a lot of women are beyond that. They’ve moved on. They have more pressing matters to deal with (just like you) - they need to survive. Only 13% of sugaring women cited “love” as a reason they sugar. And so you will be competing less and less on character, charm, game, and frame, and more and more on your income. Your ability to play the guitar will not matter as much as it will be to pay her bills. And to be perfectly honest, you are unlikely to find the mother of your future children on a sugar app as women are not there to fall in love, as much business.

CHAPTER 4 - WOMEN’S FURTHER RETREAT INTO SOCIAL MEDIA

With women’s general failure to find love both in person and online, they are burning out on the dating apps and souring on men in general.

This souring is further reinforced by culture and society where women have been conditioned to be adversarial and belligerent towards men (while ironically at the same trying to have men play some kind of niche, compromised role in women’s love lives).

This hostile treatment has not gone unnoticed by men, nor have men forgotten seeing generations of their fathers get divorced, nor have men failed to realize online dating has been an absolute complete clusterfuck waste of time. Consequently, men have been abandoning the pursuit of women, both online and in person, which has dramatically dried up the amount of attention and validation women receive both digitally and in the real world.

Independently, these three things are interesting on their own. But when combined together they have created an interesting scenario as it pertains to women’s social lives. Because having a “social life” is still nearly 100% dependent on people pursuing romantic and sexual ones. And while women may not like this fact, look at nearly every form of traditional and modern “socialization” where we all used to have some really good times:

A house party is certainly fun for both sexes, but men primarily show up because they want to get laid.

Salsa dancing or swing dancing is great fun for men and women, but would half the dance partners show up if there wasn’t a chance of meeting a girl?

Bars and nightclubs, though fading out, only existed because of the underlying expectation one could feasibly meet a woman there.

Even an increasing number of Meet Up groups have to explicitly ban dating because how dare men ask women out at an event where men and women have a shared hobby!

Consequently, with both men and women removing themselves from the romantic market, our social lives have logically suffered. There are fewer house parties. Fewer ladies nights. Local music venues are dying. And these fun events have been replaced with sterile, boring “social activities” like trivia nights or board games at your local Millennial brew pub, the meetings of which are often women only. Nobody is having fun. Nobody is getting laid.

The point isn’t to lament the loss of quality jazz clubs being replaced with book club meetups, but to make the point that not only have women’s dating lives suffered, but because men and women are abandoning one another, women’s overall social lives have suffered as well. And so with no love life or social life, where are young women supposed to go for socialization, attention, purpose, meaning, validation, and simple existence?

The only place they know. They retreat further online.

Admittedly, this isn’t women’s only option. At any point people can go outside, engage in social activities, join a club, or live in the real world. But when it comes to “dating-age people,” this means younger people. And the current generation of young people have been brought up wholly and totally online.

Taking the “eldest” of this dating-age cohort, a 34 year old today was born in 1992. Meaning by the time they hit puberty at 13 it was 2005, already fully ensconced in an admittedly earlier version of the internet we have today. The youngest of this age cohort is 18, being born in 2008. Their entire lives were not only online, but when they hit puberty in 2021 they had access to porn, OnlyFans, TikTok, Andrew Tate, Instagram, sugar sites, and anything else that would shape their dating lives today.

And keep in mind this age cohort didn’t just use the internet for dating or porn. They have used it for everything. Socializing, communicating, schooling, purchasing, media consumption, work, and hobbies. Nearly all of their lives, in nearly every aspect, is either wholly, or at least partially online. And while, again, nobody is holding women hostage to remain indoors, if they need attention, validation, socialization, love, purpose, meaning, and everything else there is that gives life meaning, where are they’re gonna go?

They’re going to go where the skids are already greased. They’re going to go online.

REPLACING REAL LOVE, PURPOSE, MEANING, AND VALUE WITH A SYNTHETIC DIGITAL REPLACEMENT

There are literally thousands of statistics of varying quality, consistency, and accuracy that measures this retreat. The veracity of these statistics varies from legitimate academic studies to girlslop horseshit surveys quoted in chiclit websites. And while we could go over the shortcomings, variations, and flaws of each and every one of them, here are the consolidated key and accurate takeaways:

Fact 1- Young Women’s Social Media Use is Up

- Globally, everyone is consuming more social media than they were before. At the peak of COVID in 2020, the average person was spending 2 hours and 4 minutes on social media each day. That rose to 2 hours and 41 minutes in 2025.
- Younger people spend more time on social media than older people. Gen X averages a sensible 1 hour and 53 minutes a day on social media. Millennials average 2 hours 47 minutes a day. While Gen Z exceeds 3 hours, at 3 hours and 18 minutes each day.
- Across all generations, women consume more social media than men. But younger women, obviously consume the most. Women ages 18-29 spend ***3 hours and 30 minutes*** a day online.

This really needs to be put in perspective.

In the average day you have to work 8 hours, commute and get ready for 2, probably have an hour of running errands or cleaning the toilet bowl, and then you have to sleep for 8. That's 19 hours out of a 24 hour day doing the bare minimum just to stay alive, leaving you 5 hours for pleasure and fun. And the average young woman doesn't spend that free time setting up her 401k account. They don't spend it at the local community college taking an auto repair course. And they certainly don't spend it at the gym.

They spend ***70% OF THEIR FREE TIME ONLINE. 70% OF ALL THAT MATTERS IN THEIR LIVES IS ONLINE.***

If there's two things to take away from this book it's that if you want to date women today, you have to go to where they are. They are online. And the second is that most young people are addicted to social media and you need to get off of it, otherwise you will simply piss away your life like American women do theirs.

Fact 2- Women are Increasingly Replacing Their Social and Love Lives With Some Kind of Alternative

Women are replacing men and their social lives in a variety of ways. The most obvious way is via social media, but the most common way is "nothing." Abstinence. They simply "do without." There are other things women are doing to create a synthetic, alternative to having a normal love/social life. But the main one is they simply aren't having one. They're simply staying home and scrolling through their phones.

- 34% of women 18-29 report being single (no husband, no boyfriend, no partner), contrasted to women aged 30-49 at only 17%. Much of this can be due to marriage or cohabitation, but it is up drastically compared to other generations. Additionally, though there is no data on how frequently generations date, Gen Z women report having the lowest number of boyfriends during their teen years. Though not statistically provable, we can safely say Gen Z women go on the least amount of dates out of all women.
- 23% of women ages 18-30 report using "romantic AI chatbots" as a substitute to actual conversation with a real life man. No doubt much of this is simple curiosity of a new technology, not a full blown replacement of men. However, this is an extension of having an "online only" boyfriend where women have no intention of having a real, physical relationship with a man, and instead use technology (be that a dating app or social media) to string some sucker along to get the attention they need to synthesize one. Thankfully, it looks like they may increasingly choose to string along an AI bot and not human beings.
- To the surprise of no one, women are having sex less. The number of female virgins between the ages of 22-34 has gone from 3% in 2012 to 7% in 2023. During that same time, the percent of women age 22-34 who reported not having sex in "the past year" went from 9% to 14%. And "no sex in 3 months" went from 20% in 2016 to 31% in 2023. All these numbers are likely higher today.
- Consequently, porn consumption has grown among young women. Sales of women's "erotica" (read — "smut") more than doubled from 18 million copies in 2020 to 39 million copies in 2023. Traditionally, middle aged women were the primary consumers of smut, but some evidence shows the audience skewing younger, as evidenced by the millennial best seller "Morning Glory Milking Farm." (I strongly recommend you look up that book on Amazon and see what young women are choosing to read instead of going out on a date with "that nice boy in Accounting").
- Though it is niche, women's consumption of *video game porn* is also up. "Video game porn" meaning video games, mobile apps, "visual novels," etc., that are pornographic. Because these are video games they obviously skew towards a younger audience, and Gen Z women are the pluralistic consumers of this porn. And if you would like to see another example of what women are choosing over

going on a date with “Johnny from IT” I suggest you look at the video game “Love and Deep Space.”

- Logically, with no men in their lives, sex toy sales have gone up. Industry reports show sales growing around 8.5%, which when you back out inflation of 3% and population growth of 1%, you get a real growth rate of 4.5%. 58% of sex toy consumers are women, and their consumption is bimodal with single women in their 20’s and divorced. women in their 40’s as the primary consumers of these products. There isn’t a boom in sex toy sales, but once again, women are gradually replacing real dick with synthetic dick.

(Note - While the above statistics for women are pretty bad, the statistics for men are even worse. Men go on even fewer dates, have sex even less, use AI romance bots more, etc. However, remember, this is in reaction to women effectively leaving the market. At any point in time, Becky could choose to date Timmy in Accounting and not read the “Captain Dirty Whore of the Galactic Cumslut Space Pig Farm” novella. It is important to know which is the chicken, which is the egg, which came first, and which is a reaction to the other.)

Fact 3 - Replacing the Real World with a Digital Synthetic One is Hurting Women’s Mental Health

Women use social media for a multitude of reasons. And while the results will vary based on the poll, one poll done by Quantcast does a pretty good job of summarizing them all:

Stay Up to Date with Friends and Family - 75%

Fun and Entertainment - 57%

Connect with Other People Like Me - 52%

Get Information - 31%

Stay Up to Date on Specific Topics - 25%

Seek Advice - 20%

Contribute to a Community - 18%

Professional Reasons — 8%

Nothing here seems to be out of the ordinary. Matter of fact, excluding “Professional Reasons,” one might think this maps on rather closely to men’s reasons for using social media as well. But when you break it down by the type of social media women use, a pattern emerges. Women prefer to use platforms that are visual. Platforms where they can post pics or videos of themselves. And while men use these platforms too, you can see women use them more:

78% of women use Facebook vs 63% men.

55% use Instagram vs 44% men.

42% use TikTok vs only 30% men.

And though Snap Chat is primarily a messaging app, it’s primarily used to send nudes, 28% women, 22% men.

You might ask why? Why do women prefer to use picture or video-based platforms as opposed to informational or conversational ones like Twitter or Reddit? But this is the unspoken fact about social media and is the underlying reason for the mental health issues women have with it. Women use social media primarily as a means to derive attention, validation, and ultimately, their entire self-worth through the pictures they post of themselves online.

I’m going to say that again.

Women use social media primarily as a means to derive attention, validation, and ultimately, their entire self-worth through the pictures they post of themselves online.

And this is where the nightmare begins.

Imagine being the average 23 year old American girl right now. You are 5’3”, 170 pounds, you have a worthless degree, a low-paying job, and every opinion or thought you've ever held is one you were told to have. You are, frankly, a truly unremarkable person,

indistinguishable from the literally tens-of-millions of other young women just like you. And because you're just like everyone else around you, nobody is really interested in you be it an employer, a friend, or a lover.

So how do you stand out? How do you differentiate yourself from everyone else so that other people will want to reciprocally invest in you?

Well, you have to work.

Work at what?

Well, work at anything.

Dedicate the time in college to become an engineer so an employer will invest in you. Put in the work at the gym so a man will date you. Put in the time in your community so people will befriend you. Improve yourself in some way so that you bring value to others, and they bring value to you in return.

The problem is, nearly every young woman today is thoroughly brainwashed by feminist politics and corporate marketing that not only are they perfect the way they are, but they also deserve everything in the world by the fact they merely exist. And so instead of being brought up with a strong and industrious work ethic, or even the concept they must provide value to others to get value in return, the average 23 year old is not only deathly afraid of work, but confused and angry she is not getting everything she was promised by the propagandists of her past.

And so to derive purpose and value in life, without putting any work into it, she does what the vast majority of Americans do today. She punts. She does everything and anything she can do to derive purpose, meaning, and value in her life...***as long as it doesn't take work.***

She puts on a weave, some platform heels, a tight dress, and does up her nails. But she will not hit the treadmill.

She'll get a masters degree, a doctorate, a post-doctorate, and a law degree. But she'll never study math or learn to weld.

She'll go to a protest, beg for money online, and ask her boyfriend for some money. But she'll never work a second job to pay off her student loans.

And she'll use Photoshop, filters, lighting, and editing software on her pictures. But she won't set down the Twinkies.

The sad truth is, no matter what the democrats say, the corporations say, Oprah says, or the latest mouthy girlboss whore on TikTok says, people are not going to invest in you, man or woman, unless you actually bring something of value to them in return. You do not have intrinsic value by merely existing. You are not "brave and amazing" by your sheer existence. You are, in all likelihood, an unloved, worthless, unremarkably boring person, whose existence in all honesty won't matter to the human race or anyone in it. And you're going to stay that way because your fear of the work required to become a valuable human being is stronger than the pain you have living this miserable life.

But there's a place that isn't the real world. A place where a ton of snake oil salesmen, politicians, frenemies, opportunists, scammers, feminists, marketers, simps, and Kamala Harris will tell you want you want. A place where you're "brave and amazing," "beautiful and wonderful," "strong and independent," and everyone else is just plain, damn wrong. And that place is the place you grew up—the internet.

While women fail in the real world, social media provides them and their ego the perfect place, nay, *the only place*, where they can get value. This is in part because the scam artists mentioned above can hoodwink women by lying to them. This is also in part because social media allows other women to build each other up with, frankly, feel good platitudes and lies. But while these ill-actors are gushing over social media about how great and amazing every woman is, the underlying sexual dynamics between men and women guarantee

another tremendous source of synthetic value. A nearly-limitless supply of male sexual interest that that can be digitally mined forever. Never mind he's a fat unfuckable simp that you would never touch, let alone marry. Never mind he's some soyboy, limpwristed loser who gives you hearts, lips, 100!!, and smiley emojis. Never mind if he's "Tinder Swindler" scam artist about to make off with your life savings.

It's attention!!!

And no matter what feminists say or have convinced women to think, in women's heart of hearts and soul of souls, ***sexual attention from men is what they crave more than anything else***. It is the highest form of digital currency. This is why women are so obsessed with optics and self-image on the internet. This is why they constantly post pictures and seek image-based platforms. It's increasingly the only place they can get value and sexual validation from a man...even if that man is an AI bot scammer in India.

The problem is the two worlds never converge. Their glorified internet existence never materializes into the real world, with real relationships, real incomes, or real love. And the fact this dissonance persists, even grows over time, is maddening and contributes to the mental health issues women have today.

Women not only spend more time on the internet, but are posting selfies at a rate of 8.6 times that of men, constantly looking for validation. They not only check up on reactions to the pictures they post, but get depressed if there is not enough positive reaction to it. If they aren't getting enough attention they post the classic "cry for help post" many of you are familiar with where she says something along the lines of "I'm just not feeling pretty today" and every beta cuck simp floods her comment section with "Oh no! You're beeeauuuutiful!" She seeks confirmation and consensus with her female friends about everything she posts online. She even goes so far as to share her personal problems to inform everyone about them, and get that sweet, sweet dopamine hit as everyone comes in to rescue her. She posts inspiring quotes and declarations that 2026 is going to be her year! And perhaps the most embarrassing thing of all is she Photoshops and filters all of her pictures, just to get the synthetic fix that comes from some complete rando's heart emoji...when in reality that photo is factually not her.

The consequences of this cognitive dissonance are unavoidable and significant.

Social media addiction rates (if such a thing can be measured) are estimated to be 32% for women and only 6% of men. Women report 23% more anxiety disorders and 50% more depression disorders than men. As their social media consumption increases, women report having lower confidence (20%), self-esteem issues (19.5%) and even sleeping issues (50%), the rates of which are all higher than men. Suicide is unfortunately up among young women as it is across all demographics in the US. And then there is the increase in anti-depressant use among women which has been covered many times before, but won't be here because it's all so damn tiring.

To anyone with the slightest bit of common sense, it's obvious why women who spend more time online than they do in the real world suffer mentally. It's because they're replacing:

real love, real investment, and real relationships with real people in the real world,

with:

digital synthetic ones with people who don't really exist.

Women have been conditioned to prefer a heart emoji from some rando on the internet than a hug from a child they aborted to great fanfare 3 years ago. They prefer a DM from a guy they have no intention of going out with, than a spank on the ass from a husband they love, because they're too lazy to hit the gym to get that husband. And the energy it takes to keep up this facade, not to convince other people, *but themselves*, must absolutely burn a gouging, irreparable hole in their very being.

This mental illness cannot be solved, nor is it men's problem to solve. But it is a reality men are going to face in the dating market now and into the future.

THE HEDONIC TREADMILL OF ALWAYS VETTING

Another unfortunate psychological reality of dating in the near future is going to be dealing with the "Hedonic Treadmill of Always Vetting."

Understand for two decades now we have been conditioned to date online. There's nothing wrong with this, but the mechanics of online dating are repetitive, and often by design, addictive. And while men's experience with dating apps has been a bad one, so bad in fact men are getting off of them, women's experience with dating apps has not been all bad. The reason why, is just like a slot machine in a casino, women occasionally win. Sometimes they win big. Sometimes they win small. But there's been enough wins that just like a slot machine, it keeps women coming back for more. Not so much because women hope to find the love of their life. But the act of online dating has now become an addictive entertainment unto itself (especially when you consider the "unlimited choice" online dating temptingly offers women).

However, just like men, online dating has more or less been a failure for most women. And over time, women have become more shrewd and discerning in their online dating strategies. So while they won't give up online dating completely, they will be more shrewd and strategic about it. And this is where "The Hedonic Treadmill of Always Vetting" comes in.

Understand women were always vetting. That's what online dating is. But just as online dating has become an addictive, but enjoyable form of entertainment, the vetting part has too. This means online dating for women has become more akin to shopping. Just as a gambler really doesn't gamble to win (he gambles to gamble), women shop not to buy something, but to shop. They have no intention of buying anything...unless they see something they REALLY want. And this is increasingly the case of online dating. They are window shopping...unless they see something they REALLY want.

So let's say they find something they REALLY want. Past experiences have told women not to get excited. Not to set up a date too quickly. Not to even message or text the guy. So what they understandably do is vet. And while most men would sensibly understand this as doing a little bit of investigative research on the guy to make sure there are no time-wasting deal-breakers, when women say "vet" they mean "snoop." And often times the snooping and the vetting and the cyberstalking becomes more fun than having a date itself.

This has manifested into the creation of some unnerving, creepy apps and platforms online. The most famous of these was the Facebook group "Are We Dating the Same Guy?" Another was the "Tea App." And then there's more recently "White Bridge." These platforms ostensibly allow women to "vet" men so they do not waste their time. But what "Tea" and "Are We Dating the Same Guy" have proven already is women will use them to not only gossip and snoop, but also slander, defame, and even stalk men.

At best these apps will be a useful tool to save everyone time. At worst it's going to become a social credit score used by the STASI or the CCP. What's likely to happen is women will use these apps the same way they use dating apps —for entertainment. They will vet, shop, snoop, cyber-stalk, and gossip, but never go on a date. Women will be discussing you online like you're some kind of Pokemon trading card comparing your stats with other women. Whatever the case, the arrival of these platforms is another evolution in the dating arms race men are going to have to deal with. And it reinforces the importance of having a manicured, spotless, and defensively-designed online presence.

SOME GOOD NEWS

There is some hope, however, and this chapter definitely needs to end on some good news.

Sprouts of anecdotal evidence suggest a small percent of younger women don't want the feminist nightmare that made their mothers, aunts and grandmothers the miserable, unloved, lonely, hate-filled spinsters they are today. There's indications some young women may actually want men in their lives instead of basing their entire lives on the hatred of them. Do not misunderstand. The majority of younger women still skew left, they still don't want families, and most are still majoring in Greek Lesbian Finger Painting. But there is a small subsegment of women seeking a more traditional life.

Church attendance, for example, is up dramatically among Gen Z women, going from 28% in 2024 to 44% in 2025, Millennial women the same, going from 28% to 38%. Furthermore, this is likely an understatement as the latest data only goes to July of 2025, before the Charlie Kirk assassination (which has reportedly sent even more young people to religion).

Young adults are thankfully spending less time on the internet. A poll of young adults show the average daily time they spend on social media has dropped by 10%, citing an awareness of the risks social media poses to young people, as well as a conscious desire to avoid them. A small percent of teens are also giving up social media entirely. Though more of a stagnation than a dramatic decline, teen use of social media at all, is down about 3% since 2023.

There is also promising news of Gen Z abandoning dating apps and instead turning to the real world for dating. When polled, 79% of Gen Zer's surveyed don't use dating apps with any regularity at all, while 57% of them would like to ditch the dating apps entirely. This bears out in dating app usage where Gen Z (who should have the highest use of online dating apps) is only 26% of the user base, while still-hopeful Millennials are at 61%. Zoomers are consequently participating in "Hobby-Based Dating" through companies like Eventbrite where men and women men meet for events such as speed-dating, cooking classes, happy hours...and trivia nights. Eventbrite reports significant growth in these activities (100+% in some cases) though the data is from 2023 and for one year only.

This good news means the dating market may be splitting, requiring a "K-type" strategy where men date both online and in person. It also provides hope for younger men as it seems younger women are realizing how toxic online dating has become and are migrating to more traditional forms of dating. Perhaps even entertaining more traditional views of relationships as well.

CHAPTER 5 - RISE OF THE INTERNET INFLUENCER

The fourth major change in the dating market these past few years has been the rise of the internet influencer. And not just the rise of the internet influencer, but a wholesale replacement of the A-list celebrities who previously influenced everyone before.

This replacement came about by the nature of the internet and social media. Previous to the internet, media was consolidated to a few mediums. Film, radio, and paper. And to produce and distribute these forms of media took a lot of money, capital, and equipment. Movie studios are expensive, so are the movie theaters that show film. Radio and television stations are also expensive. Just look at what a radio tower costs to operate. And paper whether it's books, magazines or newspapers required printing presses and distribution networks that all cost a lot of money.

Consequently, this focused the ability to produce film, radio and books into a handful of companies who could afford such things. And because the production and distribution was consolidated into these handful of companies, that meant a very precious few people would be the ones to produce the media. You only need so many writers. You only need so many news anchors. You only need so many radio DJ's. And you only need so many actors.

But because there was so few of them - yet, these people's work or the people themselves would be broadcasted to literally everyone on the planet - they achieved a coveted and unique status.

They became celebrities.

That was until the internet came along. Because the internet did three things.

One, it converted all media into a digital format. Whether it was film, radio, or newspapers, it could all be converted into bits and bytes, 1's and 0's and be displayed on a computer. This meant...

Two, since it was digital, it could be distributed over the internet for free. You no longer had the expensive distribution infrastructure and networks like radio towers, cable, television stations, or newspaper trucks. You had podcasts, YouTube, blogs, Kindle, and a $35/month internet subscription.

Three, you throw in affordable, yet high quality web cams, microphones, and high speed internet, and now everyone could be the star of their own show. You could be an author, a talk radio host, or an actor, it would just be on Amazon, Podbean, or YouTube, not Penguin, WKRP, or Disney. And for the past 20 years hundreds of millions of people have been doing just that. People have been creating their own media through their own channels.

For the vast majority of these people, this was just a hobby. Just something fun todo. Nobody really thought having their own blog or having their own podcast would make them any money, let alone earn them a living. But as viewership grew on the internet, so did the advertising dollars. And just like any other market, people did rise to the top, and thus the "internet influencer" was born.

You would think this homegrown media wouldn't stand a chance against the established, well-funded, mainstream media. Who could pose a threat to the giant greats like Disney, CNN, the New York Times, or ABC? But the legacy media made two mistakes.

They lied to the American public for decades with rank leftist, woke, propagandist horseshit.

And they made absolutely low quality, woke-shit slop that nobody wanted.

And so instead of watching "She-Hulk: Attorney at Law," "Velma," or reading the New York Times, people instead moved to YouTube, Joe Rogan, read blogs, or binged on Nerdrotic.

However, there were two other major advantages internet media had over mainstream media. It was authentic and it was accessible. And this is what really put the nail in the coffin of traditional media.

In terms of authenticity, your average internet influencer, podcaster, YouTuber, or blogger type wasn't some insufferable theater kid, who was purposely trained in acting school to act, getting gigs because his mom sucked off the Hollywood director in her 20's. This new generation of content creators were just being themselves, talking about what they wanted, and were happy to have any equally-interested people in their audience. In other words they weren't acting. They were authentic. Matter of fact, most internet influencers today wouldn't even view themselves as anything but normal people who just got lucky with a channel.

The second is a consequence of the first. Because internet media was homegrown and authentic that meant these podcasts and shows became more of a community than some sterile show produced 2,000 miles away. And when you add on all the tools social media provides to interact, exchange jokes, and converse with the host and other audience members, these internet celebrities became all that more accessible and approachable. Sure, Patrick Boyle probably doesn't respond to every comment or email he gets. But he responds to some. Brad Pitt simply doesn't have that option or the time.

And this is what has replaced A-list celebrities. Trust and familiarity.

By nearly every measure people (especially young people) affiliate, believe, and trust internet influencers more than they do A list celebrities. 70% of teenagers simply "trust" influencers more than they do celebrities. 84% of Gen Z consumers trust influencer recommendations over celebrity endorsements. 60% of consumers in general would buy a product based on an influencer's recommendation versus just 3% for a celebrity endorsement. And 69% of Gen Z'ers will trust a small, relatively unknown channel versus 22% for a well-known celebrity.

And these numbers have consequences.

Advertising dollars are moving from traditional marketing campaigns to influencers. Spending on influencer advertising has grown 33% a year from $21 billion in 2023 to $32.5 billion in 2025. Traditional forms of advertising are considered successful if they generate $2 for every $1 in advertising. Influencer advertising averages around $5.78 per $1 spent. And no doubt many of your favorite YouTube channels have been flooded with ads for Surf Shark, Ground News, and World of Tanks.

But if there was an example where the time of the A-List celebrity was over, and the time of the influencer had come, it was the 2024 presidential election. My good friend Kamala Harris went out of her way to get celebrity endorsements for her presidential campaign. She even got an old, washed up Harrison Ford to grovel for people to vote for her, while simultaneously destroying an American hero and icon in front of our very own eyes. But even with both Indiana Jones and Han Solo endorsing Kamala, Trump won in part because he courted influencers rather than embarrassing, washed-up, has-been, celebrities.

It is now the influencers who have control and "influence" over society. Not the celebrities. And that influence equally applies to the dating market.

HOW INTERNET INFLUENCERS HAVE PERMANENTLY CHANGED THE DATING MARKET

First, celebrities are famous. Influencers influence. Long gone are the days of Oprah telling Boomer women to divorce their husbands, the Kardashians telling young girls to be whores, and The View telling women what to think. Also long gone is the sterile, useless dating advice men got from the mainstream media like "be a nice guy," "be yourself," "be an ally," or "be a sensitive 90's guy." Both have been replaced with their own respective camps of dating influencers. Whether that's:

- The Red Pill community starring Rollo Tomassi, the late Kevin Samuels, Rich Cooper, and Donovan Sharpe, or

- The thousands of nameless TikTok whores fake-crying in their cars, asking where all the good men have gone, or
- Mainline female influencers like Courtney Ryan or Sabrina Zohar who dispense more sensible advice,

all of them influence the dating market more than any celebrity does or ever did.

Second, a small tranche of elite celebrities have been replaced by a much, much larger population of influencers. This is important because while there are around maybe 100 A-list celebrities, there are millions of moderate-to-highly successful influencers. There's a lot more to go around. And when you combine this fact with the fact these influencers are viewed to be more trustworthy, approachable, relatable, and authentic, this makes them not only more sought after...but attainable.

Attainable to who? Attainable to women, which leads to...

Third, the existence, attainability, and status of influencers has fundamentally changed what women want and how they date. Like celebrities, influencers themselves have become sought after in the dating market not only because of their status, but because they are approachable, personable, and authentic. When you factor in they number in the millions, they also become much more attainable than A-List celebrities ever were to women. Women are still going to want investment bankers, doctors and surgeons. Women are still going to lust after Troy Francis and Stirling Cooper. But given how much of young women's value is derived from the internet, and how much of their lives are lived online, dating an influencer is like dating the quarterback of the high school football team.

Fourth, if you thought women's expectations were delusional before, they're about to get a lot worse because while Brad Pitt is not attainable, internet influencers at least in theory are. Understand women's chances are still low. Understand, women who are 5's will go after influencers who are 9's. And none of these men will commit to them. But when you factor in the closer, albeit, parasocial relationship women will have with influencers, they are going to be crushing on influencers all the time, completely ignoring all other men around them. In other words, if you are a good looking guy and have your act together, your girl's obsession over Henry Cavill poses no threat because you both know it'll never happen. But her crush on "*Iver Iverson, world famous Nordic cooking influencer,*" who's DM'd her a couple times is. And while there's only one Henry Cavill, there's 10 million Iver Iversons.

To be VERY clear, you don't have to be a bonafide influencer with over a million subscribers and a dedicated YouTube channel. You just need to have enough clout, enough of an online presence, enough digital popularity, and enough status to stand out from everyone else. This is the new "attainable celebrity" women will be chasing.

Fifth, this will increase women's online addiction. Henry Cavill isn't going to text some girl online, but internet influencers will. This gives women enough dopamine hits of attention that it becomes addictive, much like randomly winning at a slot machine. And we aren't talking regular hits of attention from some unknown rando. We're talking hits from attainable, sought-after influencers these girls are crushing on. So while a "like" or a "DM" from some unknown rando is like taking a drag off of a cigarette, if a significant enough influencer DM's a girl (which they do occasionally because they want to get laid) that hit of attention is like heroin. And not only will women continue to seek it out, influencers are so numerous, they will breadcrumb these women along, random hit after random hit, for years, giving women hope that someday they will marry a high-status influencer.

Sixth, this creates an environment where women are CONSTANTLY posting online, constantly taking pictures, and constantly chasing their own status and clout. In part to boost their own personal brand so they might monetize themselves, but mainly so they can snag an elusive "Mr. Big" on the internet, allowing them to claim even more status and clout. It's like a big digital high school

where everyone is trying to impress everyone else based on who they can get, the only goal of which is to maximize their popularity, so maybe they can get someone even better.

Which leads us to, seventh, Instagram. If there's a digital high school where this all plays out, Instagram is it. But it's more akin to one of those parties at the Playboy Mansion back in the 80's, but it's digital, and ironically everyone's invited. It becomes an online "who's who" where internet popularity is the currency that gets you what you want. But to be popular at this party depends on whether you're a guy or a girl.

Girls, as always, just get in on looks. It doesn't matter if you are a surgeon, or some bumpkin from the trailer parks of Nebraska. If you're hot, you are let in and an NBA star will gladly fuck you. For men, you need to have high status. And while, yes, that does include traditional and commonsense things like having a good profile, good pics, and being in shape, to really gain status in today's Instagram online dating market, you need to have some element of internet celebrityship and presence. You need to have some clout. You need to be somebody digitally. The absolute least of which is an incredibly polished Instagram account.

THE TAKE AWAY

The short version is this.

Influencers have replaced celebrities and traditional media. And whether we want to admit it or not, it is the media and the public figures within that media (digital or not) that shapes what society wants. This has fundamentally changed the dating market in two ways. First, the dating market has become even more skewed as girls get sucked into this new "attainable influencer" Instagram nightclub. Normal guys do not stand a chance as women are addicted to the now seemingly-more feasible and attainable influencer and not George Clooney. Two, the dating market has consolidated digitally. People are abandoning the dating apps. Some people are even abandoning social media altogether. But the main night club everyone is going to is Instagram because, simply, *that's where the women are*. And they're there because, once again, that's where they can post visual media and get the most attention.

This presents men a choice.

If you wish to get attractive women online today you need Instagram. Both because that's where the women are and because it's industry standard. It is your digital resume and the first thing women are going to look at. It needs to be polished, optimized, and curated (the details of which we will be talking about later). But keep in mind, that's the least you have to do. Like bolstering your muscles at the gym, you will have to bolster your digital status online. Which will require work, time, and effort, ideally across different platforms. It's not good news, but that's the unfortunate reality of today's online dating world.

Your second choice is to understandably say "fuck this digital high school clown show." You don't have the time for this, or just plain don't want to be part of the circus. You got shit going on in your life, and would prefer to ask girls out in the real world, and bypass online dating altogether.

Both are correct strategies. Both are correct choices. The choice will be up to you.

CHAPTER 6 - WHAT DO WOMEN WANT?

"I'm tired, boss."

-John Coffey

It is important to point out women are the ones to initiate the arms race, and men and society are the ones to react to it. Which behooves the question what is motivating women to do so? Why don't they just stop? Why don't they just let men "catch them" and live a life of love, family, fun, and happiness? Why do they continue to perpetuate this metaphorical arms race and sex war? What are they chasing?

It's an important question to answer because if there's no end to it, men need to know. In part so they know whether or not they should continue this ridiculous war or lay down their guns and walk away. In part so they are at least aware it's either a finite battle with a definitive end, or if it's a life-long perpetual state that will never change. And also in part so they can mentally prepare and stoically accept the true nature of this battle and women. Are you ALWAYS going to do this? Is it ALWAYS going to be this way? And if so, then men have an important bit of information to weigh whether the cost of waging this battle is worth wasting their finite lives fighting it.

To answer this question, however, you need to ask, "*What do women want?*" And while that question has been a joke for millennia, where even ancient Greek philosophers laughed at how intangible and fickle women's desires were, you have to hand it to the Red Pill community, because they actually figured it out.

"What do women want?"

More.

"More of what?"

Everything.

"What do women want?"

What they can't have.

"What do women want?"

They don't know. They need to be told.

"What do women want?"

Who cares?

All are correct. But hands down the best answer is by Dr. Orion Taraban because it is 100% empirical, accurate, descriptive, and true.

Women want what other women want.

(His original video of which you can find here: https://www.youtube.com/watch?v=SfpqDaZnvYk) Women, in their heart of hearts, soul of souls want what other women want.

Which is bad, because "what other women want" is often incredibly stupid and also a forever-changing, evolving target, which ultimately means, no. There is no end to this war.

Though a defeatist-sounding epiphany, it's an important one to make because it serves several benefits to men.

First, you now know this arms race will be "forever." And in knowing it will be forever, you can now accurately assess whether it's worth your time to engage in this race, let alone expend the mental energy caring about it.

Second, you can more effectively chase girls. Accurately diagnosing the problem allows men to solve, or at least treat the problem. You will never change the fact women want what other women want. But you can influence what they want, or even outright tell them. Often times with the word "no," but more productively, it's to have such a great life and be in such great shape she voluntarily wants to join yours. Keep in mind, she may not stick around. She may even be insulted when you say, "No, you're not going clubbing with your girls." But at least you won't waste your life like some

boomer on his third marriage trying to make “happy wife, happy life” a reality by delivering on her every-single changing whim.

Third, speaking of thrice-married boomers who still believe in “happy wife, happy life,” is the issue of mental health. There is no world more mentally tortured than constantly trying to make a woman happy. If you don’t convince her to want a life that is congruent with love, stability, family, happiness, and sex, you are forever her errand boy doting on her every material wish that will never make her happy. She’ll want a masters degree, an SUV, the new hat, the new purse, a trans kid, the latest gadget, the latest thing, everything all of her other besties have, and then more because once again, she’s on the hedonic treadmill. She is chasing the materialist white dragon she will never catch. And you area fool to waste your life helping her.

Fourth, men definitively now know that the only way a relationship is going to work is that you must absolutely lead, you must tell her what the relationship is going to be, you must become the most important thing in her life, and “wanting what other women want” is not only impossible, but absolutely not acceptable in any relationship. The only way this arms race ends is when a woman gives up her pursuit of “what other women want” and instead wants you, and wants what you want. Anything short of that, they are for recreational use only. A relationship simply will not work otherwise.

IN THE END, WOMEN WANT MCCLINTOCK

We could go on in detail about unlocking the underlying psychology, desires, and motivations of women. But a much simpler way to convey the true nature between men and women today would be to watch the movie “McClintock.” It’s a western version of “Taming of the Shrew,” but in short it’s the story of a rugged, blue pilled rancher, trying to get his estranged girlboss wife back. She is arrogant, belligerent, disrespectful and a modern day girlboss (though the movie was filmed in 1963). And it isn’t until John Wayne, cowboys up, ignores what she says, grabs her and spanks her does she submit and become a loving wife.

There is obviously more to the movie than that, the details of which provide many great Red Pill lessons (Jerry Van Dyke’s character for example is the perfect simp). But the point is women will continue to pursue what society tells them to, even if it makes them absolutely miserable. And it isn’t until a man has enough guts to tell her to knock it off, damn near resorting to spanking her if that’s what’s required, does she fall in love and submit because that’s the first time a real man stood up to her.

This doesn’t mean you should be grabbing women at the nightclub, bending them over your knee and spanking them. But it does mean you should watch “McClintock.” It perfectly explains the situation we find ourselves in today.

PART II - THE MEN

CHAPTER 7 - MEN'S REACTION

When you consider:

- the politically hostile environment men have faced since the feminist 60's
- the metoo movement
- the increasingly delusional expectations of women
- men watching their fathers get divorced
- being raised in divorced homes
- alimony and divorce settlements
- constant negativity from women online, mostly via TikTok
- constant shaming from media and society
- constantly being accused of sexism and misogyny
- abysmal success rates with online dating
- being rejected 80% of the time in person
- being stood up anywhere from 57% to 75%
- society begging men to man up
- tax rates of 38%
- inflation
- increasing obesity among young women
- pink hair
- tatted up faces
- pierced noses
- girlbossery
- and the rank unfeminine, combative, belligerent, and entitled attitudes among women

it should surprise absolutely no one men are retreating or completely giving up on dating.

39% of Gen Z men report having no interest in dating compared to 30% Gen Z women. 45% of men ages 18-25 never asked a woman out in person, with 59% of men of the same age group not asking out a women in the past year. 44% of Gen Z men did not date in their teen years which is double previous generations.

And men are leaving dating apps as indicated by the drop in their user bases the past 3 years.

Naturally, this has led to less sex. 31% of 18-24 year old men are sexually inactive compared to 19% in 2000. 33% of Gen Z men are virgins compared to 20% of women (and this data is over 5 years old, so it's likely higher today). Related, cohabitation is also down for young men going from 42% in 2024 to 32% in 2024. And do we even have to cite the statistics on marriage?

Admittedly, a lot of this is women rejecting men, not men choosing to walk away. But you have to be either truly stupid or politically and dishonestly motivated to ask "Where have all the good men gone?"

It should also surprise no one, like women, men have been replacing women with substitutes.

Porn use hasn't gone up. Let's just be honest. It maxed out the second it became available in the 90's and hasn't dropped since. But porn is not going anywhere because of one simple reason. It's available, while sex is not. It's also infinitely cheaper to rub one out in 3 minutes than spend the 10 hours MINIMUM of dedicated work to get laid traditionally. Porn may be an inferior substitute good for actual sex, but it's a superior good because it's at least on the shelf.

Related, there has also been the rise in parasocial relationships where men subscribe to a girl's digital porn account and she (or more likely, her staff or husband) texts and messages these men. These artificial relationships will never lead to marriage or be consummated in the real world, but it's a synthetic replacement for women's attention, and a popular one if the growth of OnlyFans revenue is anything to go by. This phenomenon is also echoed in the fact that the most popular form of prostitution in Vegas is not sex, but rather the "girlfriend experience." Men would rather pay to have the company of a pretty woman who treats him nice and shows up on time, so they can enjoy an evening for 2 hours, than deal with the headache and hassle to get a reluctant 6 to go on a "real date" while she looks at her phone the entire time.

And then there's the replacement of women with AI and sex toys.

Just like 23% of women have used a "romantic AI chat bot," 31% of men have done the same. Platforms like Joi AI, Candy AI, and GirlfriendGPT have risen to capitalize on men's desire to have a relationship, even if it's a synthetic one. People might claim this is shameful or embarrassing. But how is it any different than online dating or chatting with a girl on social media, where 99% of the time you're never going to meet? We've all had it happen where we've spent hours, even days, chatting with a girl online, but despite our best efforts, they dodge any attempt or proposition to meet in the real world. How many hours did you waste chatting to a "person" who effectively did not exist? You might as well have been talking to an AI chatbot because the outcome is still the same, minus the hope and expectation.

And before anybody tries to shame men for having sexbots, please. MILLIONS of women spend TENS OF BILLIONS OF DOLLARS A YEAR on vibrators alone. Sex bots may not be as ubiquitous or socially acceptable as women's sex toys, but they are growing. The current sex doll industry only has $450 million per year in sales, though it is growing at a brisk 19% per year (though it will likely remain a truly niche industry). A combination of porn and AI will likely continue to be the preferred replacement for women in the foreseeable future.

Finally, like women, men are retreating into themselves. Unfortunately, data does not exist showing what single men and women do with their respective free time (which would be interesting to see). But men are generally retreating into their careers, hobbies, philosophy, reading, trades, drugs, friends, exercise, game nights, nutrition, video games, anime, entrepreneurship, even religion. And though no studies exist to prove it, it's a popular conversation among men about the importance of getting their sleep. Naturally, they're

not all Boy Scouts, building their own houses and making their own fusion reactors, but anything that has a positive ROI on their time is where their investment is going. And sadly, that’s not women.

CHAPTER 8 - STRATEGY AND RECOMMENDATIONS

If we were to recap the dating market, it is that it has become significantly more complex the past 3 years.

The spectacular failure of dating apps is driving people away in droves to find alternatives that actually work. Women are increasingly choosing sugar sites for financial reasons, retreating more fully into social media, abandoning men altogether, while an increasing minority migrates to real life "hobby dating." Men's strategies are more or less the same, minus the sugaring sites, plus the parasocial relationships.

However, while the dating apps are dying, that doesn't mean online dating is dead or isn't the majority of the dating market. It's consolidating. And it's consolidating on the only thing it can - women's looks. Women are increasingly choosing social media platforms where they can get the most attention and validation, which are platforms where they can post pictures or videos of themselves. While Facebook and TikTok allow for this, Instagram is the most popular platform for women to do this. And like any other club, men go to where the girls are. And since most of the (attractive) girls are on Instagram, like Microsoft Windows, this makes Instagram the standard and destination-replacement for online dating.

While the industry is fracturing and consolidating at the same time, other external factors are having an effect on that dating market. Economic factors (like student loan debt, inflation, and worthless degrees) are practically compelling an increasing percent of women into sugaring relationships. They may not explicitly state they're looking to sugar, but financial compensation will increasingly become mandatory and implied in relationships going forward. Also the rise of influencers is changing what people are looking for in dating. Both in terms of what influencers say about dating to their respective audiences, but also male influencers themselves becoming the "attainable celebrity" an increasing number of women

will crush on. This will further warp women's already delusional requirements of men, especially when you factor in that platforms like Instagram will allow women direct access to these new "internet celebrities" (which number in the millions), resulting in the Digital High School Playboy Mansion Party scenario described before.

This already-complicated dating market is complicated further when you factor in:

- the taxing experience that online dating is,
- people's over-consumption of digital media,
- the lack of love,
- the lack of sex, and
- the financial stress caused by the overall economy,

which have taken a tremendous psychological toll on people. Young people are understandably depressed and dour about the future of their love lives. Women's anti-depressant use is up, along with suicide rates. People are also mentally exhausted from all the effort they've put in with nothing to show for it. It has gotten so bad both men and women have taken the extreme measure of not dating at all...or the unthinkable...*they're actually returning to the real world to date*.

This is a bit of good news as it provides men and women an alternative to the zoo that is online dating. Other evidence confirms that not only are young people moving offline, but some are becoming more traditional in ways like going to church or taking salsa classes. Admittedly, they're the distinct minority, but at least this option now exists, whereas before it largely didn't.

So what can be taken away from this clusterfuck of a constantly evolving dating market? We can reduce all of the above down to a handful of things men can take action on.

- Women are going different places to find dates.
- An increasing percent of women are going to require money.
- A significant percent of women are abandoning the market altogether.
- Men are also leaving the market in significant numbers.
- The apps are dying while everyone is migrating to Instagram.
- If they're online, women will increasingly want influencers or men with significant internet status and clout.
- Also if they're online, an increasing percent of women's value is being derived digitally.
- People are so sick of online dating, "hobby/real life" dating is increasing in popularity and acceptance.

So what's a man to do?

THE BASICS

Irrelevant to the latest developments and evolutions in the dating market, the truth is the vast majority of men do not meet the basics when it comes to attracting women, period. Matter of fact, the majority of men shouldn't even be asking women out since most men are fat, unattractive, in debt, and uninteresting. And more than that, getting these basics down is the number one thing you can do to improve your chances of dating successfully. So while most women are equally unattractive and shooting the majority of men down anyway, you might as well use this downtime to improve your fundamentals and consequently improve your life. In other words, you can pointlessly create an Instagram account with pictures of your fat ass now, or intelligently post pictures on Instagram of your in-shape ass later.

The Gym

Though “the gym” is always recommended in nearly every dating book, it doesn’t change the fact nearly all of Americans’ dating problems would go away if everybody lost weight.

The reason why is once you're in shape people VOLUNTARILY WANT to sleep with you. They WANT to be with you. It doesn't become a negotiation or pulling teeth. Both parties want to be with

each other. And so to bypass the nightmare of “*what kind of shirt should I wear*," “*what should I text her*," “*what should I say to her*," or “*which platform should I use*," FOR A FRACTION OF THAT TIME AND EFFORT you can get a decent body at the gym.

Admittedly, being in shape isn't going to solve all your problems. Girls are still going to be crazy. Girls are still going to have debt. Girls are always going to be looking for better. But in shape guys have nowhere near the problems or difficulties skinny-fat or obese guys do.

Get in shape.

Volume aka "Stop Being a Pussy"

The main reason men don't ask out women is because there's not that many in shape, attractive women.

The second reason men don't ask out women is because they don't think there's a significant enough statistical chance she will say yes.

And the third reason men don't ask out women is because they're afraid of rejection.

The first reason is valid. The second two are not.

The vast majority of women will shoot down most men. Even the best players at the peak of their game succeed only 30% of the time. And while it's perfectly fine to not ask the fat hippo single mom out at Wal-Mart, if you see a pretty girl at the gas station why aren't you asking her out?

Asking a girl out costs you nothing. It's like having unlimited ammo, but you never or sparingly take the shot. But somehow men are afraid to take the shot as they take personal offense or are personally hurt when they're rejected. This is ironic because ask yourself, ***“Who is shooting you down?”***

Is it some highly successful individual, who runs a business that employs 2,000 people in the community?

Is this girl some upstanding person like a heart surgeon who saves lives daily and is somehow morally superior to you?

Is she some wise, intelligent woman, who has a degree in chemical engineering that is on the verge of a breakthrough chemical that will eliminate carbon emissions?

No. It's likely some socialist 23 year old, debt-ridden ditz, who hasn't had an original thought in her life, likely lives off EBT, can't change her oil, cheated on her previous boyfriend, and works at McDonalds. This is the furthest thing from your "moral superior" ***so why do you care if she shoots you down?***

The larger point is your feelings are wrong. You shouldn't even have feelings. It's a numbers game. You literally have unlimited ammo. It costs you nothing to ask out a girl. And if you can overcome the irrational fear of being rejected (by somebody who is in all likelihood inferior to you) you exponentially increase your chances with women.

Hobbies/Accomplishments

The vast, vast majority of young women are not lovable. You cannot fall in love with the vast majority of women. And the reason why is because there's nothing to fall in love with. Sure you may want to fuck a girl. Sure she may be hot. But remove her physical looks and what person, what character, what soul, and what accomplishments is there to fall in love with? What conscious human being exists that you can actually dig into and like, let alone love?

Her name is Trisha. She, like, totally is about women's rights 'n stuff. And she has a degree in Early Childhood Education. She'd like to like, get her Masters in Communications, but she like doesn't have the money. She works part time on a taxpayer grant you paid for, to like, help with children learn about heteronormativity, but has to like, work as a barista to make ends meet. Mom and dad help out with rent, but she's like totally like, independent and feminist. And OMG, she like, totally has a fun side too! She like totally loves hanging out with her friends and likes to travel. And she volunteers at the dog

rescue shelter. It's like, her way, to like give back to the community, you know?

This isn't a human. This is a robot, an NPC, a thing. She isn't even alive. So how can you fall in love with this? There's no human to fall in love with. For once, a woman really is just a sex object.

So how are you any different?

Do you have any core to your person? Do you have any character, soul, substance, accomplishments, or eccentricities?

The sad truth is the number of men who also have no life, no accomplishments, no character, or person within them is equally amazing and shameful. And these men are easily identifiable. They're the type of guys who have so little going on in their lives, they are desperately convinced that if "they just got a girl" then their lives would be great.

Aaron Clarey, also shares a story.

“I run a company called ‘Asshole Consulting.' I give advice, primarily to men about a whole host of things, but women and dating account for a plurality. But a common client I get is the Indian or Pakistani grad student who has done everything right, gone to grad school, and is now gainfully employed in America, and is absolutely miserable because he cannot get the girls. In part because they come from a foreign culture, but also in part because they've been studying their entire youth, they haven't had the time until now to chase women.

The problem is they have no life. They have no hobbies. They have no unique personality. Like all their other accomplishments in life, they think women are merely a function of effort and work, and then you get the girls. They never ask, 'Why should a girl like you? What is unique about you so that the girl willingly wants to spend time with you?' They've been studying their entire lives, and not becoming human beings. And they're miserable because in their minds they've been conditioned to think they'll finally be happy ‘once I get the girls' completely ignoring developing their own lives, interests, hobbies, adventures, and accomplishments. Lives, interests, hobbies, adventures, and accomplishments, that would actually help them get the girls.”

American men are the same. Women cannot fall in love with a thing. They cannot fall in love with the average mass-produced, skinny-fat guy, dude-bro jerk off, who just plays video games, wears another man's jersey, has his business degree, a leased BMW he doesn't know how to fix, and has no ambition in life. There's nothing to fall in love with.

But if you were to spend your time actually living life, doing what you want to do, becoming accomplished in some regard, and excelling in some field or endeavor, now you have a personality, a human mind, and a human soul a woman can fall in love with.

What these hobbies and accomplishments are is up to you. It's the one expression you get to have in your life that separates you from everyone else and defines you. If you want to get into hang-gliding, go hang-gliding. If you want to become a sommelier, become a sommelier. But for the love of god, don't have girls be your hobby and purpose in life. They in turn won't have anything to fall in love with.

Finances/Career

Working on your finances is incredibly efficient because it kills two birds with one stone. When you work an hour you not only make money, but you increase your long term chances with women because you're more financially stable. If you just chase women for an hour, that's all you do. You forfeit the added financial stability working that extra hour would have provided instead. But most men don't see this because financial benefits are often slow to develop, unseen, and long term. Plus, these men are horny.

But consider a scenario that nearly every man has faced in his youth. You are 19 and you have a choice. You can spend the next 5 years chasing girls wherever that might be - bars, nightclubs, parties, etc. Or you can spend the next 5 years working a second job and

squirreling your money away. The male sex drive nearly condemns all of us to choose the first. But the correct choice, ***both in terms of our finances and our pursuit of women*** is to work the second job.

Let's say you chase girls for 5 years. Sure, maybe you get laid 4-5 times. Sure, you no doubt have some good times. But you're poor or at least living paycheck to paycheck. You're forever renting. You have credit card debt, and no retirement savings. And let's not talk about the mental stress financial problems cause nearly everyone.

Now let's say you work those 5 years. You may have given up on the partying. You may have given up on that leased Mercedes. But you're one of the few to pay off your student loans. And not only pay off your student loans, but have no debt. You may not have a lot of money, but at least you have some. And your finances are so good, that by the time you're 26 you have enough money to put a down payment on a modest, but nice condo. You're the only homeowner Gen Z'er in your social group, and everybody knows it, especially the girls.

Who do you think is going to have more long term success with women?

The point about having your career and finances together is primarily about the lesson of "*You can't help other people if you don't take care of yourself.*" And far too often young men chase women at the expense of their long term finances. Based on "*The Book of Numbers: Analyzing the ROI on the Pursuit of Women*" the average man will spend $265,000 in cash expenses over the course of his life chasing women. When you factor in the time of this pursuit as well, and assume you invested that money in the stock market instead, the average man will forego $9.6 million in lifetime wealth chasing women (you can find this book here: https://amzn.to/49bYWTJ).

So do yourself and your future self a tremendous favor. Put the time and effort into these basics so you not only dramatically increase your chances with women, but you also dramatically improve your life as well.

OPERATION GAZELLE

Women have made their distaste for men and online dating abundantly clear. Not only in actions where they refuse to date most men, but also in words where they can't shut up about how much they hate men and online dating. However, this hatred and frustration can be switched to your advantage. Because while women are quitting men and men are quitting women, and we all hate each other, that means the hen house is unprotected. No one is asking these women out online and certainly no one is asking them out in person. The last thing women are expecting is for anyone to ask them out in public, which leaves a flank exposed.

It is very much akin to “Operation Gazelle" during the 1973 Yom Kippur War between Egypt and Israel. Israel was on the defensive as both Egypt and Syria attacked simultaneously. But during the counterattack along the Suez Canal a (then) General Ariel Sharon faced a choice. He could secure the beachhead they recently established on the east side of the Canal or he could press his attack forward, inevitably threatening Cairo. A classic "do you defend your homeland or attack the enemy?" The gamble paid off because, among other reasons, Egypt was not prepared for the attack nor expecting it. And now with Cairo technically under threat, Egypt inevitably sued for peace. Men today can do the same with women because not only are women not expecting this "attack," no other men are asking these women out. They are completely exposed.

This places an emphasis on men running “day game" and reinforces the previously-made point that men should be asking out more women in person. Admittedly, it's such a rare event women are going to be shocked, their fear of which will result in most of your attempts getting shot down. But it will certainly stand out from the thousands of likes, DM's, chat requests, etc., that women have become immune to. And though there are no statistics to back it up, it is guaranteed you are going to have a higher success rate asking

women out in person in 2026 than getting a girl you met on a dating app to meet you in person.

CHOOSE YOUR BATTLEFIELD WISELY

Just like seeds need the ideal combination of soil, moisture, and sun, so too do men need the ideal environment if they want to date. And choosing where you source your dates, especially considering where you are in life geographically, career wise, or even mentally, is important. Thankfully, women are diversifying out of online dating and trying new venues, and your strategy should reflect this.

In Person/Hobby Dating

It is true that there is no gayer place in the entire world than a trivia night at a Millennial brew pub with split log seats. And it is true no man, straight or gay, with the slightest bit of a life wants to attend these events. But just like most guys really don't WANT to be on Instagram, but have to be because that's where the girls are, so too is the case with "hobby dating."

While the return to real life, in-person dating is a welcomed development, young people are still too scared and inexperienced to just show up to a bar or a dance club and ask a girl to dance. This means in-person dating must be structured in a way to make everyone feel comfortable, and this "structure" usually plays to a safe, bland, lowest common denominator type of events. Sometimes it's trivia night. Other times it's bingo. Commendably, sometimes it's more purposed like speed dating or a "Pitch a Friend" event. But the main point is it's offline and the women there have self-selected to get off the internet.

This is a good thing because not only are these women in the real world, they are independent-minded enough and bold enough to participate in these events. They're confident and comfortable enough to set down the phone and take a risk. Their presence is also proof they are interested in dating, though no guarantee that will be you.

And though it is well known that the majority of women will only be interested in a minority of men in these type of events, it's better than swiping right 16,000 times over 3 years to go on 4 dates and never get laid. Besides, if you worked on the basics mentioned above, your chances dramatically increase in the real world. Plus, it doesn't hurt to get out of the office or the gym and touch grass, even if it doesn't result in getting a girl.

Whatever these events are, be they Eventbrite, Meetup, Pitch a friend, or an event at a local venue, it's not the worst thing to attend a couple and see if your success rate is higher than online.

Day Game/Cold Approach

While advocated before, it pays to re-emphasize the importance of just going up to a girl, asking if she's single, and getting her number. Because in addition to women not expecting it and the statistical advantage you get in approaching many women, pretty girls are everywhere. And it only takes 30 seconds to make your approach.

This is an important point to make because most men are under the impression you have to talk to the girl, "open her up," and charmingly jibber jabber for another 5 minutes to convince her to give you her phone number. Not only is this not true, but it's tremendously taxing and most men don't have a routine or repertoire rehearsed enough to be successful. Instead of inconveniently chatting her up in the grocery aisle (which is uncomfortable for both of you), it's much easier to do an “air strike." A quick in-and-out where you exchange numbers and leave the charming jibber jabber for texting.

To do an "air strike" you act as if you're on your way out and only have enough time to give her your number. It doesn't matter if you just walked into the grocery store and were planning to shop for the next hour. You abandon that chore for later. Instead, you grab a piece of paper, write your name and number down, and "on your way out," you say,

"Hey, you're cute, I gotta get to a meeting, but couldn't not ask you out. Here's my number. Text me sometime."

It doesn't matter if she's married.

It doesn't matter what she says.

You don't even have to exchange names (it's almost ideal if you don't, mysteriously whisking yourself away without providing it).

And instead of spending 5 painful minutes trying to chat her up in a busy parking lot...or 90 hours texting her online for 2 years...you spent all of 20 seconds giving her your number, while also conveniently putting the decision entirely in her hands.

And that's it. That's all. You dust off your hands and get on with your life, truly indifferent if she texts you or not. You've already done more than what 90% of American men are too cowardly to do and dramatically increased your chances of getting a date. Plus, you are not burdened with the obligation on whether to text her or not. You literally never have to worry about her again.

Passport Bro

If you are more serious, looking to get married or start a family, it's almost a guarantee going overseas is going to have to be part of your dating strategy. The reason why is the same reason you don't go fishing in a sewer. You won't find prize muskies in the sewer. And the US is an absolute sewer when it comes to finding marriageable women.

According to "*The Book of Numbers: Analyzing the ROI on the Pursuit of Women,*" only 2.7% of marrying age women in the US are of marriageable quality. Every- one else is a rabid feminist, in debt, a single mom, STD infected, etc. Further- more, most women of marrying age are not that interested in marrying, ranking “finding a husband" between 4th and 7th in their life priorities based on polling.

I bring this up not to slam on American women being low-quality marriage material (it is their choice after all), but it's to overcome most men's reluctance or apprehension to going overseas to find a wife. The numbers are so bad, it's really not a choice. Whether you like it or not, or fancied yourself an international traveler or not, going overseas or dating a woman from a more traditional culture is almost guaranteed to be part of aspiring husbands' and fathers’ dating strategies.

Naturally, there will be a cultural backlash when you mention foreign women are part of your dating strategy. Most notably from bitter, ugly domestic women who were never part of the solution anyway. But the main point is if your dream is to start a family, American ground is not fertile enough to support that dream. And no matter how much shame society tries to heap on you for being a "Passport Bro," you are going to have to play an "away game" simply because most of the women capable of being good wives and mothers are not here.

Be Willing to Play an Away Game

Though not flying overseas, it shocks me to see how reluctant people are to drive to meet somebody in person. It's almost as if people have a radius of only 20 miles. And if you mention introducing your friend who lives in Fort Worth to "*a great girl I know in Plano*," they scoff at the idea, almost being insulted, "*WHY! THAT'S ACROSS TOWN!! THAT'S 55 MINUTES IN GOOD TRAFFIC!!! SHE MIGHT AS WELL LIVE ON THE OTHER SIDE OF THE WORLD!!!*" Meanwhile they spend 10 hours a week on dating apps texting nobodies.

This mentality needs to end. You need to be willing to play an away game now and then. Sure, flying to Thailand is a preventative 18 hour flight. But you can't drive 45 minutes to meet a girl across town? You can't fly 3 hours to visit a girl you really jibe with online? Just like setting the range when you're shopping for a car from 50 miles to 500 exponentially yields more results, doing the same with dating dramatically increases your chances of success.

SITUATIONAL ALPHA

In the spirit of improving yourself through your hobbies and career, this gives rise to the case for becoming a "situational alpha." Though the stars do not always align with this one, the ideal scenario is one where:

- Your hobby is your job
- You excel at it
- And in excelling at your job, you become the alpha male in that particular situation and consequently attract the girls you work with.

Take Mike Sartain for example. He is the perfect example of a situational alpha. His job is essentially being a model broker. He has access to scores of beautiful women and either arranges events with them or brokers them out to events that need beautiful women. Be it a bikini competition, the opening of a new casino, or a charity event, Mike is the guy you call if you want pretty girls at your event between L.A. and Vegas.

And that's his job! His job is to round up beautiful girls, attend fancy events, and you're darn right he gets laid in the process, AND GETS PAID FOR IT!

Now not everyone can pull off the triple threat like Mike where you get paid to do what you love and in the process become a situational alpha that women want to sleep with. But you stand a lot better chance of getting laid if you excel in *something in front of women*, whether that's your career, a part time job, or a hobby.

If you need some extra money, being a bouncer or a bartender is a great way to make some money and meet some girls. If you got your evenings off (and an advanced degree) teach some night time college courses and bang some students in the process (only after they graduate). Have you always wanted to pick up dancing? Become Nuclear Caudillo and become an accomplished salsa dancer. Heck, even boomers like Rollo Tomassi got laid playing in a band back in the day.

Not all scenarios are going to allow you to make money doing what you love and banging women in the process. Working in a corporate environment, HR is going to make sure you don't bang any of your coworkers. Nor do you want to hold your career back, going out of your way to pick a hobby or a career only if it has women involved. But if you can work as a personal trainer, banging lonely housewives, while getting paid to do it, you are killing three birds with one stone, and saving a ***tremendous*** amount of time.

JOHN WAYNE UP

Though there's no data to back it up and it's purely a hunch, there's a sense that women are starting to get “feminism fatigue." Whether it's the occasional 41 year old lawyer crying that she's miserable and was lied to about everything. The tonal shift where more and more women are asking "where have all the good men gone?" Or women abandoning the dating apps. Cracks are starting to show where women aren't as happy as they were supposed to be with $90,000in student loans, a $35,000 a year job, no one to love them, and debating whether setting up an Only Fans account would be a good financial move. Even the term "girlboss" has gone from a once-proud title, to a pejorative most young women are quietly scrubbing from their social media.

Never will these women admit they were wrong. And they've invested too much of their youth to give up now. But they're so sick of the debt, the low wages, the anti-male/anti-family messages, not to mention the profound misery they all suffer from, some are just waiting for a guy to come in and give them permission to be feminine, be traditional, want to have a family, and tell feminism to fuck off.

This is not to say it's your responsibility to give them this permission, let alone “save them." But it is a green light to be forthright and clear with women about your expectations, especially if you're looking for something serious or to start a family. 10 years ago during the fervor of "Me Too," any man saying, "*Nope, I'm looking for a traditional woman to stay home, make food, and raise babies*"

would have been REEEE'd out of existence and a woke mob would try to get him fired. Now, those harpies are awfully quiet, and behind closed doors many young women will admit they want the same thing too.

The question is do you want this responsibility? Do you want to "tame the shrew?" Do you want to John Wayne up and spank Maureen O'Hara? And do you want to be Dave Ramsey and get these women out of debt? The truth is the vast majority of these women were not raised by their fathers. They were raised by hokum, feminists, corporate marketing, and TikTok influencers. They may secretly want to abandon feminism and switch to traditionalism, but they have debt, no skills, likely some mental issues, and a complete unawareness of how to be the traditional, feminine women you would like to date.

Their thrice divorced dads aren't going to teach them.

Their thrice divorced feminist mothers aren't going to teach them.

The schools and colleges sure as hell didn't teach them.

That leaves you.

Do you got time for this? Do you want to do the job their fathers failed to do? Are you going to repair the damaged goods?

It is here the "John Wayne Up" advice is merely to let you know that insisting on a traditional relationship is fair game for dating in 2026. Letting women know clearly you are going to lead and they are going to follow is not the woke-mob death sentence it would have been 10 years ago. It's something you can put on your dating profile, talk about on the 2nd or 3rd date, and something you don't have to be ashamed of (besides, again, it's the only way relationships will work).

But the percent of young women who are going to put in the work to transition from a debt-ridden girlboss to a classically qualified traditional woman is going to be very few. And the percent of young women who were raised properly by their fathers and are of traditional quality are even fewer. But at least declaring that you insist on a traditional relationship where the man leads and the woman follows will separate the wheat from the chaff. And in being so bold you will definitely attract some women, as you will no doubt stand out from other men.

WHY ONLINE DATING IS MANDATORY

Women love to vet.

We touched on this topic before where the use of apps like Tea shows how snooping...err...vetting has become an addictive hobby and recreation for women. But the average guy truly doesn't understand how much women love to vet.

Take online dating. If you think about it, the total percent of time women spend "dating online" on an actual date is 1% (probably less). The remaining 99% she is literally just vetting thousands of men to find one she'd actually go out with. This is literally like spending 7 hours to choose an ice cream flavor that is going to take all of 4 minutes to eat. They could have sampled scores, even hundreds of other flavors in that time, but they love the vetting more than the dating.

There are, of course, good and rational reasons for women to vet. It saves time. There are safety concerns. And simply trying to establish interest in the guy are all very good reasons to vet. But if you're dating in 2026, whether that's online or in person, where do you think a woman is going to vet you once you meet?

That's right, online. And she WILL vet you.

Depending on the statistics you want to cite, 50% of people at least Google-search their date. Women do this more than men with 65% of women doing some kind of cyber-stalking. A shocking 18% of people even run background checks on their dates. And though no statistics exist on this topic, the consensus among women online is that it is a negative when a man has no social media, citing safety concerns (Though the opposite is true for men when it comes to

women having no social media. Men LOVE IT when women have no social media).

Naturally, everybody is sick of online dating, social media, and the digital sex war. But men have to set aside their preferences and be practical about online dating and the advantages having an online presence provides.

First, women are going to vet you no matter what, online or offline, so this compels you to have at least SOME KIND of online presence. And in women's defense, how else are they supposed to safely get to know you? Where else can you showcase your skills, your talents, your hobbies, and your interests than online? Distasteful as social media is, you have to view yourself as a company trying to sell widgets. And every company needs a presence online just so people know what the company is about and what it is selling.

Second, a thorough, colorful, and honest social media presence saves you time, because it's like going on a first date that you don't have to go on, with scores of women all at the same time. In the olden days the first date was an awkward discussion trying to get to know the basics of the other person. With a full and robust online presence women already get this information and (if they like your hobbies, interests, etc.) they are further motivated, even excited to meet you, which bodes well for your first "real in-person date."

Third, this plays to the influencer phenomenon where women build trust and rapport with a man through his digital footprint. The more you put out there, the more she's going to get to personally know you. And if you're an influencer, even if it's a small blog or Instagram channel about your obscure hobby of racing goldfish, that's way more for women to glom onto and ultimately trust than your standard sterile, basic dating profile. This doesn't mean you have to become a full-time influencer, but you can at Least post pictures of your hobbies, passions, and interests on Instagram.

Fourth, social media provides you a platform to put your best foot forward, even embellish your dating resume a little bit. Just like a marketing poster, post polished, fashionable pictures of yourself. Post authentic ones of you hiking or looking ruggedly-imperfect so they know you're not an AI Indian bot account. Post ones with your cute nieces and nephews. And post ones that are comical, usually at your own expense to show you are human. Unlike your performance on a first date, you have the time to polish and curate your online presence. It's so easy you have no reason not to do it.

Fifth, social media allows men to snoop too. Women are more prone to share their lives online than men. You don't have to go on three long belabored dates to find out what's going on in her life or hear about her problems being a single mom. She's going to do that for you online! So just like having a good online presence will save you time on first dates, spending 10 minutes skimming her social media can save you 3 hours of a first date that was going to go nowhere.

Finally, while there is a small percent of women increasingly moving offline, the majority is still online. And since you’re putting in the time and effort to have a proper online presence anyway, you might as well avail yourself of online dating. Even if it takes just a bit of effort.

As mentioned before the online dating environment is consolidating, becoming even more competitive. The good news is, it's becoming competitive on the only thing it can - media you post online. Posting media online may be tedious, but it isn't as laborious as hitting the gym, chatting a girl up in person, or going to the nightclub. It's just posting pictures and videos on Instagram. Maybe, if you get industrious, you do a weekly podcast on YouTube. But it isn't a life-changing event like joining the military. It's more like the chore of brushing your teeth. Additionally, for once you get to do something vain and something that you like. All you have to do is post pictures and videos of you being you, doing what you like,

enjoying what you enjoy. It's not even as bothersome as brushing your teeth.

But if there is a chore to online dating it's the tailoring of your online presence to optimize your chances with women. There are many books and videos and courses on how to do this, but you want to showcase four basic things.

Fitness - It cannot be emphasized enough that you not be a fat ass, with schleppy attire, and pictures that scream "I smell like an old couch." Being in shape is so important, there is no reason for you to even bother putting an online presence together because if you're not attractive no woman is going to want to date you, let alone sleep with you.

But once you become physically fit, then yes, absolutely. Just like auto-manufacturers will gladly post pictures of sexy cars, you do the same with your newly-acquired sexy body. Have some normal pics. Have a James Bond looking dapper pic. Have a rugged pic. And if you're in good enough shape, have a shirtless pic. Your physique is the number one thing women are interested in and you must display that you have it.

Success - Women rightly don't like poor men. They want a guy who is financially stable, isn't going to borrow money from her, and deep down inside they want to know you can financially support a family. However, displaying you have financial success is even more important today with the increasing percent of young women turning to some form of sugaring just to survive.

Thankfully, you don't have to have a million dollars in your bank account because most women are absolutely horrible at assessing a man's true wealth. Merely being fashionable, posing in luxurious locations, having some luxurious looking friends, will more or less convince them of that. Having a glorified LinkedIn profile, even if you don't use it, is also a must as you need to showcase your career and profession. You could even go so far as to create a convincing website, file an LLC at the Secretary of State, and claim you're an entrepreneur on the side, though such commitment to the act is not necessary. Whatever you do, prove to any woman snooping online that you are a gainfully employed man who has his financial act together.

Some people might say this is misleading. But let's be honest. The vast majority of dates lead nowhere. The vast majority of relationships end. Most young women are NOT looking to get married or settle down. For the most part there is a built-in ending to every relationship. You don't want to outright lie about what you do in the rare case the girl is a keeper. But in 97% of instances, she is purely recreational and is going to be gone in 3 months on her own accord. You can take some “liberties” with your LinkedIn profile.

Social Circles - The vast majority of women ages 18-34 prioritize partying and fun. They are in their "Hoe Phase" or "Girlboss Phase." Understand the reason they are in these phases is because they were told to be by society. If they took the time to sit down and ask themselves, "*Am I really having fun at this loud Vegas night club?*" they might realize it's not the lifestyle they really want. But the vast majority of them do not have this self-reflection or intelligence and will continue to pursue what society has told them to. And so here is where you show them you and your friends are exactly what society told them to want. You guys are the "Fun crowdTM." "The Cool KidsTM". The final destination and purpose of these women's lives. AKA - you give them status. And in doing so, you validate all the choices they have made to spend their teens and 20's doing party girl things in their girlboss ways even if they're on anti-depressants and contemplating suicide by 30.

It's not that you will hire models to pose as fake friends on some yacht, but you need to show women that you do have friends, your friends are hot, you have access to a network of (seemingly) influential people, and play to that inner desire women have to be popular - the desire of which has never left since middle school. This is probably the most pernicious of the "online presence chores," as what women view as popular is usually absolute torture to men.

Loud nightclubs, Coachella, overpriced dinners at over-hyped restaurants. But you only need to give the allure or semblance that you and your friends are the most popular kids on the block. Post some pictures at a party. Post some pictures at the club. If you find a celebrity, see if you can't pose with him too. Show you have the capacity for status. But once you've done that you can go back home, curl up with a book, and be in bed by 8PM. That chore is done.

Lifestyle - If there's any place to be perfectly honest, here is where you can show your true self. Sure, have a picture of you in a suit at a fancy dinner. Sure, maybe take a pic of you in that sports car you rented one time. But if you're good looking enough, women will give up the stereotypical nightclub, downtown, party girl lifestyle, and chase what you want. A good enough looking guy can get a girl to ride motorcycles, join a bowling league, pick up hiking, or play video games. You just need to show yourself having fun doing it.

This also differentiates yourself from the mass-produced party guys wearing sunglasses indoors. Everybody is posting pictures from the nightclub. Everybody is posting pictures next to a sports car. And these things aren't bad. But if you're posing next to a classic car, or smoking ribs instead of sitting at some fancy restaurant, or uploading a video of you shooting your new gun, or literally anything that isn't what some 27 year old dude bro thinks is cool, you are going to stand out. You are going to be different.

Besides, understand girls are conformists. They only want what other women want, and therefore do what other women do. And they're all doing the standard party girl bullshit which gets old after a while. You and your unique lifestyle gives them an alternative. You and your unique tastes give them variety. Sure, you and her can go get dinner at some expensive downtown joint. But a bigger pull would be an afternoon of shooting guns, smoking ribs, and watching film noir movies back home.

The only instance where you would not tailor your online presence to the four categories mentioned above is if you wanted a serious relationship. Here, truth is your friend because it's so bold and controversial you will definitely stand out. You unabashedly declare you are looking for a traditional housewife to stay at home and raise the kids. You make it abundantly clear you expect your woman to be a good cook and that you will have sex in the kitchen. You insist the girl watch "McClintock" before DM-ing you and that you expect her to keep her figure as she ages. It will turn you into a lightning rod for sure. But that ain't a bad thing because the women who do reach out to you are obviously down with that. And as it just so happens, there's probably a lot of other women who are too ashamed to admit they want that deep down inside too.

Whatever your dating goals, by focusing on yourself and your hobbies you not only improve yourself, but can showcase these successes to women online if you take the time to upload the occasional picture. This will naturally distinguish you from the conformist online crowd and gain you clout, as long as your hobbies and interests are authentic, sincere, and truly you. And in standing out from the rest of the crowd, you increase your chances of success with women, whether that's just getting laid, or finding a quality woman to raise your kids. All you have to do is remember to have a little vanity, take the occasional picture, and upload it online.

CHOOSE TO TAKE A BREAK

When you consider what is required of the average man today to simply work and support himself, it's exhausting. You need to go to school from 5-22. You go into debt so you can get a degree that gives you permission to get an entry level job that barely pays a living wage. It's always at risk of being outsourced to India or eliminated by AI. Inflation is always eating away at your income. And half the population wants to jack up your taxes so they can feel good about themselves and be popular.

Then consider the moral support you get from society. Everything is your fault. Men need to man up. Women don't need you. It's perfectly alright to discriminate against men with DEI and ESG. Bachelors required, masters preferred. No you can't have hot

women in video games or movies. You're a pervert for having the male gaze. You have privilege. You are part of the patriarchy. Blah blah blah.

From this already-exhausted position, you're now supposed to go on dating apps, get 4 dates for every 10,000 swipes, and assuming you don't get stood up, you have to keep a zippidy-doo-da smile on your face while your date drones on about her Cat Rescue degree or something you couldn't honestly remember because she was so god-awfully boring you were looking at where the forks were manufactured. And then you only have to go out with that girl 4 more times to be able to cop a feel below the sweater, but not under the bra.

It's not just exhausting. It's absurd.

It is perfectly normal at times to realize when a situation is untenable. It's also important to realize when a situation is simply insane. You don't have the time for it, you don't have the energy for it, you plain don't want to do it, and it would be absurd for you to try. Furthermore, it's important young men accurately assess how much all of the above affects your ability to date. Just living life today in the West takes a tremendous mental toll on men. And when you factor in your finances, society's bias against men, feminism, and the insanity of the dating market, every man will face times where he is mentally not in the position to date. He is "pre-exhausted" with the bullshit life has thrown his way and needs to take a break.

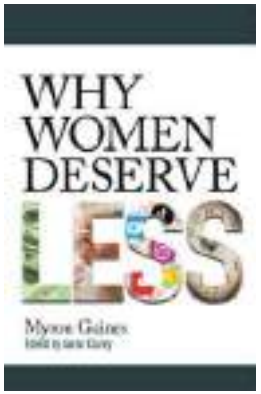
This doesn't mean you abandon dating forever or quit women entirely. But sometimes society, your life, the culture, even the economy makes dating or chasing the opposite sex a temporary impossibility. Realize that, acknowledge that, and permit yourself a reprieve from dating. Take the much-needed and necessary time to focus on yourself, get your finances together, get your health together, even get your sleep so that you can approach dating with the energy and reasonably positive attitude necessary to even be marginally successful at it.

Finally, for your own sanity, realize these times are not normal. The way society has treated men the past 60 years, and especially today is not normal, healthy, or sane. This is not an excuse for you to be a loser and not try. But it is to give you the ability to identify what is and is not your fault, so that you can maintain your sanity. We are at a point where women are turning to sugaring sites, demanding men find fat women attractive, are all on anti-depressants, yet, insist they know everything about life and dating. Women simply aren't honoring their word whether that's flaking on a date or divorcing their families. And society never checks them because a la Bill Burr, "*nobody corrects them because they want to fuck them.*" It's gotten so bad that a book like "Why Women Deserve Less" had to be written in the first place. Never forget you are the one who is sane for simply wanting an obedient, pretty woman, and maybe some kids. It's society that's lost its mind to shame you for that.

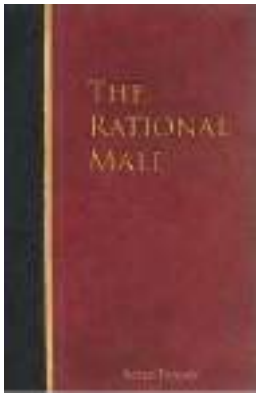
The End

ADDITIONAL RESOURCES:

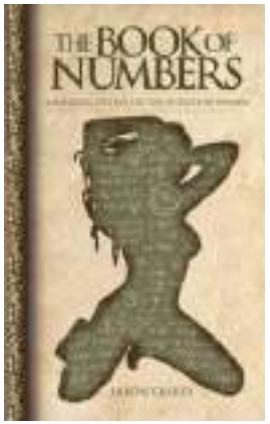
Why Women Deserve Less



The Rational Male Series



The Book of Numbers: Analyzing the ROI on the Pursuit of Women



STATISTICS AND SOURCES:

Chapter 2:

https://www.singlesinamerica.com

https://www.breakthecycle.org/how-many-people-use-dating-apps/

https://resourcera.com/data/social/tinder-users/

https://www.forbes.com/health/dating/dating-app-fatigue/

https://www.the-independent.com/life-style/dating-apps-millenials-10-hours-per-week-tinder-bumble-romance-love-a8174006.html

https://www.forbes.com/health/dating/dating-app-fatigue/

https://time.com/6836033/gen-z-ditching-dating-apps/

https://www.elitedaily.com/p/is-using-dating-apps-for-validation-a-bad-thing-heres-the-verdict-19302387

https://www.pewresearch.org/short-reads/2023/02/02/key-findings-about-online-dating-in-the-u-s/

https://pro.morningconsult.com/analysis/dating-apps-women-gen-z-bad-worse-relationships-reputation-2024

https://medium.com/@worstonlinedater/tinder-experiments-answering-questions-and-criticisms-part-ii-a-response-to-a-criticism-that-81a618d53a7a

Chapter 3:

https://today.yougov.com/society/articles/18412-do-you-know-what-sugar-baby-61-americans-do

https://ygo-assets-websites-editorial-emea.yougov.net/documents/deleted_Copy_of_Results_for_Sugar_Babies__06.13.2017.pdf

https://www.researchsquare.com/article/rs-3171711/v1

https://ofstats.net/#:~:text=Here%20is%20a%2Odistribution%200f%200nlyFans%20users,55%2D64%20years:%205.94%25%20*%2065+%20years:%204.41%25

https://www.researchgate.net/publication/352503659_From_Seeking_Financialships_to_Satisfying_Curiosity_Women's_Motivations_for_Entering_Sugar_Relationships

Chapter 4:

https://www.pewresearch.org/internet/2024/12/12/teens-social-media-and-technology-2024/

https://sproutsocial.com/insights/new-social-media-demographics/

https://www.who.int/news-room/fact-sheets/detail/depression

https://sqmagazine.co.uk/social-media-screen-time-statistics/

https://www.pewresearch.org/internet/fact-sheet/teens-and-social-media-fact-sheet/?utm_source=prcsite&utm_medium=topic-summary&utm_campaign=social-media

https://www.researchgate.net/publication/382427666_A_Study_to_Determine_the_Effect_of_Internet_Usage_and_Self-Esteem_on_Emotional_Intelligence_in_Young_Females

https://ifstudies.org/blog/sexless-america-young-adults-are-having-less-sex

https://www.pewresearch.org/short-reads/2023/02/08/for-valentines-day-5-facts-about-single-americans/

https://www.pewresearch.org/short-reads/2023/02/08/for-valentines-day-5-facts-about-single-americans/

https://www.forbes.com/sites/cathyhackl/2025/06/23/confessions-of-a-futurist-i-dated-four-ai-boyfriends-to-explore-the-future-of-dating-love-and-intimacy/

https://ifstudies.org/blog/robots-arent-just-coming-for-your-jobs-but-for-your-relationships-too

https://brightspotcdn.byu.edu/a6/a1/c3036cf14686accdae72a4861dd1/counterfeit-connections-report.pdf

https://sweetsavageflame.com/link-40-romance-novel-readers-and-sales-statistics-2023/

https://www.theguardian.com/books/article/2024/aug/06/my-weeks-of-reading-hornily-steamy-book-sales-have-doubled-and-i-soon-found-out-why

https://www.grandviewresearch.com/industry-analysis/us-sex-toys-market-report

https://3plusinternational.com/women-taking-selfies-selfie-harm-or-a-powerful-statement/

https://sbmediashowcase.com/2856/studies/gender-and-social-media-use/

https://pmc.ncbi.nlm.nih.gov/articles/PMC10718421/

https://pmc.ncbi.nlm.nih.gov/articles/PMC10718421/

https://drexel.edu/medicine/academics/md-program/scholars-programs/womens-health-education-program/whep-blog/pros-and-cons-of-social-media-for-adolescent-girls/

https://www.pewresearch.org/internet/fact-sheet/social-media/

https://www.sciencedirect.com/org/science/article/pii/S146237302400021X

https://pmc.ncbi.nlm.nih.gov/articles/PMC12488834/

https://www.pewresearch.org/internet/202 5/04/22/teens-social-media-and-mental-health/

https://www.barna.com/trends/church-attendance-women-men/

https://www.afr.com/technology/have-we-passed-peak-social-media-20251005-p5n06l

https://www.pewresearch.org/internet/fact-sheet/teens-and-social-media-fact-sheet/?utm_source=prcsite&utm_medium=topic-summary&utm_campaign=social-media

https://www.statista.com/forecasts/1482785/us-online-dating-users-by-generation/

https://www.eventbrite.com/blog/wp-content/uploads/2024/06/Eventbrite-2024-Dating-Report_Final.pdf

https://www.generationlab.org/_files/ugd/b2ee84_c2430c8256ff4de09da688999acd4f74.pdf

Chapter 5:

https://digitalmarketinginstitute.com/blog/20-influencer-marketing-statistics-that-will-surprise-you

https://thecelebritysource.com/the-truth-about-celebrity-endorsements-are-they-worth-it/

https://www.forbes.com/sites/under30network/2017/06/20/why-youtube-stars-influence-millennials-more-than-traditional-celebrities/

Chapter 6:

https://medium.com/heart-affairs/most-young-men-are-not-approaching-women-and-thats-a-problem-41a9a5d363a8

https://aibm.org/commentary/gen-zs-romance-gap-why-nearly-half-of-young-men-arent-dating/

https://www.rasmussenreports.com/public_content/lifestyle/general_lifestyle/june_2025/dating_37_of_young_singles_aren_t_interested

https://voix.com.au/is-gen-z-becoming-a-more-connected-less-intimate-generation/

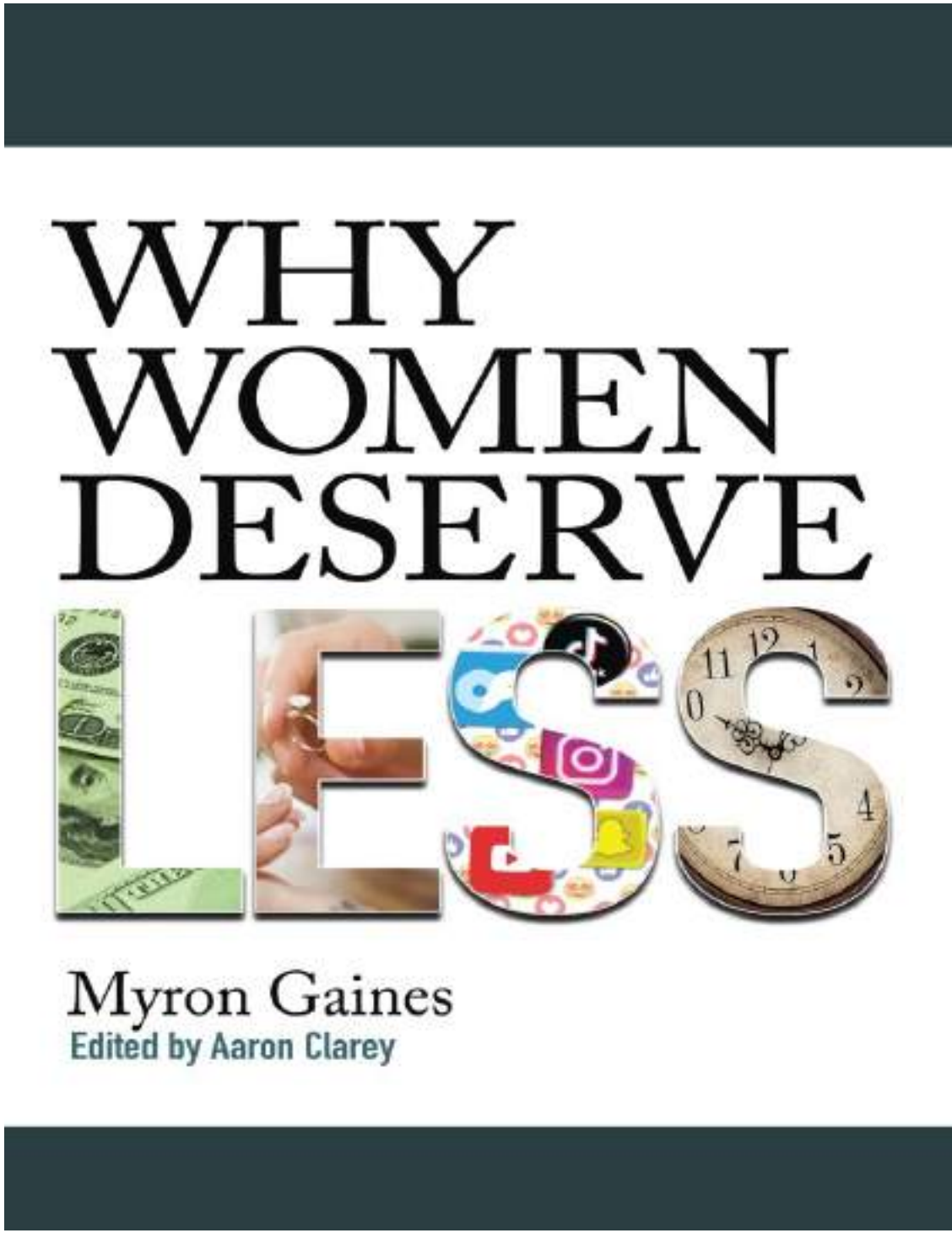
https://ifstudies.org/in-the-news/adults-are-having-less-sex-than-ever-with-gen-z-seeing-the-steepest-decline-study

https://pub.towardsai.net/ai-romance-2943fa03cd65

Chapter 7:

https://www.prnewswire.com/news-releases/50-of-online-dating-services-users-research-their-date-before-their-first-face-to-face-encounter-301227081.html

https://studyfinds.org/finding-love-in-2023-dating/



WHY WOMEN DESERVE LESS

Copyright © 2023 Myron Gaines

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law. For permission requests, write to the publisher, addressed “Attention: Copyright Permission,” at the email address below:

unplugfit@gmail.com

DEDICATION

To my parents A&F, who did a great job.

Email any serious typos and mistakes to Aaron Clarey at www.assholeconsulting.com

This book ***does not*** call for refusing to help your fellow human if it's a woman. Nor does it call for refusing to work, interact, or socialize with women in society. It is to prevent you from wasting your resources on the unreciprocated romantic pursuit of women to the point it ruins your life.

TABLE OF CONTENTS

Contents

ACKNOWLEDGEMNETS

CHAPTER 1 – WHAT YOU'RE UP AGAINST…

CHAPTER 2 – TOM, DICK, AND HARRY

CHAPTER 3 – THE OLD CONTRACT

CHAPTER 4 – THE NEW CONTRACT

CHAPTER 5 – THE UGLY TRUTH

CHAPTER 6 – VIOLATING THE CONTRACT

CHAPTER 7 – YOU DESERVE MORE. THEY DESERVE LESS.

CHAPTER 8 – PUTTING IT ALL TOGETHER

CHAPTER 9 - RESOURCES

RESEARCH CITATIONS AND RESOURCES

ACKNOWLEDGEMNETS

Shout out to all these guys

Fresh Prince Ceo
Rollo Tomassi
Aaron Clarey
Sneako
Donovan Sharpe
Justin Waller
Stirling Cooper
Andrew & Tristan Tate
Locario/Miles
Jonathan Modern Life Dating
Brandon Carter
Alpha Male Strategies

CHAPTER 1 – WHAT YOU'RE UP AGAINST...

This excerpt was taken from the book "Game: How To Meet, Attract, and Date Attractive Women" by Roosh Valizadeh released in 2018. This perfectly sums up what men are currently experiencing in the modern dating market:

"Beautiful girls in big cities are now directly or indirectly offered sex more than 1,000 times a month from men on the internet, at bars, on the streets, and within their social circles. If a girl has a basic internet profile, spends time on social networking, and goes out twice a week, I guarantee she's offered more cock than even the most famous women of the past. Of course, women are not interested in 99% of the men who offer her sex, but try to imagine the effect on your psychology if 1,000 women a month were trying to have sex with you. What kind of person would that make you? I could tell you what I would be like if I were getting over 1,000 sex offers every month.

I'd be spoiled rotten thinking that I deserved all those women just because I existed. I'd be flaky, canceling dates often because I'd be unsure that I was getting the best possible girl. I'd be bitchy to women who didn't read my mind and failed to treat me exactly the way I wanted because "don't they know I could sleep with hundreds of other women anytime I wanted??" I'd be moody, always dependent on the reactions I'd get from women. If I received less

attention in a weekend than usual, I'd throw a temper tantrum and demand immediate satisfaction. I'd also get bored easily. With so many women constantly trying to entertain me, I wouldn't be able to tolerate 5 minutes with a boring girl who didn't jump through hoops to make me laugh. Lastly, I'd be primed to value novelty over stability. I'd become addicted to experiencing one girl after the next, and believe excitement and fun was worth more than stability and commitment. My attention span would morph into that of a small child.

Haven't I just described the modern woman?

While a large part of who we are is shaped by our genetics, environment plays a huge role. And when your environment is getting non-stop attention from thousands of people trying to have sex with you, your personality and even your humanity will become degraded, making it hard for you to connect meaningfully with anyone. Trying to find lasting love, comfort, and stability with a modern woman is like trying to have a deep conversation with a cat that just wants to chase after a red laser dot darting around on the floor. I'm sure you've had the experience of losing a girl's attention at a bar or nightclub, and watching her get approached by another man not even 10 minutes later. Even girls in small towns are getting hit on a lot. I met girls from backwater European villages who can describe to me all the local beta orbiters who are trying to sleep with them. The Spanish or British tourists who have approached them in the mall. And men on the internet who are outright offering them gifts and free travel just for the chance of landing a date.

Girls have become so used to having multiple choice of men, that they believe things have always been like this. They are unaware that just a few generations ago, they would have been lucky to have just two good men a year knocking at their door. Most of this choice is a result of technology, which allows women to access and meet more men in one day for sex than they could have in an earlier lifetime. Since technology is continuing to advance rapidly, I don't predict a return to the old ways. If anything it will soon become impossible for man who doesn't use some sort of gaming strategy to even get a date."

CHAPTER 2 – TOM, DICK, AND HARRY

Tom was crushing on a girl in class. At 15 years old, he was nervous. inexperienced and only had his single mom to guide him in his new dating life. Without guidance, Tom finally mustered the courage to approach his crush and ask her out.

The approach wasn't polished...On the contrary, it was a horrendous train wreck. Yet, despite the awkwardness and crippling fear, Tom still managed to do a courageous thing – he walked up to the girl and asked her out.

For this act of bravery, Tom was rewarded with his crush not only laughing at him in person but blasting the event over social media. She spread the rejection over Instagram, Snapchat, Twitter, and Clubhouse. Instead of rewarding his courage with a date or a simple "*thank you, but I'm not interested*," she used it as an opportunity to promote herself at his expense. She used his tortured experience to gain popularity and clout amongst her friends. And for the rest of his freshman year, Tom was forced to endure this embarrassment in person and online.

Dick was a hard-working 25-year-old man. He worked two jobs, one as an entry-level IT guy during the day and another as a bartender at night. He worked hard to repay his student loans and save for a home and retirement.

Dick had a soft spot for Jane, one of the regulars at his bar. She would flirt with him, talk to him for hours at the bar and make sexual jokes. Jane seemed interested in Dick, so much so that Dick assumed a guaranteed date. After that, it was just a matter of getting some time off from his 80-hour workweek schedule to smash.

One day, Jane invited Dick over for dinner on a night Dick had off. It was the perfect opportunity to have the date brewing over the months, so Dick agreed to show up at her place at 5 PM.

The day before, Dick went to grab a pricey bottle of wine, ironed his shirt, polished his shoes, and scheduled an Uber in advance (as they lived in a major city). However, his real investment was not the things he bought, but the excitement and anticipation he put into the date.

On the night of, he texted Jane, letting her know he was on his way. She curiously did not text him back. Thinking nothing of it, his Uber arrived at Jane's apartment building, where he texted her again to find out which apartment number to buzz; she did not respond. He checked the time, and it was 4:55 PM, right on schedule. He wondered if Jane was hurt and unable to return his texts. Soon it was 5:10, and Dick was starting to get cold. He looked for a coffee shop or any public place, but none were open. Dick continued like this until 5:45 when he finally gave up and got an Uber back home.

Jane never returned his texts, called him back, or ever showed up to his bar again. However, Jane was alive as Dick saw her Instagram stories that night. Jane posted stories at a high-end steak house with two plates of food and glasses of wine but no indication of who she was with...

And then there is Harry.

Harry is 78.

Harry is currently living with his third wife. Their marriage is sexless; she nags him constantly and refuses to die or divorce him as she depends on him for her care. Harry, in return, is financially reliant on her because his prior two wives took his money and children via divorce.

Harry's life has been hell. Harry spent 60 years in constant poverty, stress, and emotional torture from losing his children. Additionally, his two prior wives cheated on him. The only thing that makes it worse is there are no more innings, quarters, or a chance for overtime to salvage his miserable life. As a result, Harry will likely die soon, and "pain" will be his existence.

At first, these three stories may sound like bad luck. Maybe Tom, Dick, and Harry were done wrong by fate, signs not meant to be, the stars didn't align, or some other bullshit excuse that some spiritual bimbo says when things don't work out. But if you're reading this book, you know better than that!

Maybe these tragic stories are not representative of life for the average man, but sadly, this is not the case. The reason is that for the first time in 200,000 years of human history, how men and women interact has fundamentally changed.

Modern intersexual dynamics have brought a "new normal" in how men and women treat each other. Though recent and very abrupt, if you don't figure out NOW how men and women have fundamentally changed, you face the same risk, if not outright guarantee, you'll fail like the three men mentioned above.

Adapting to modern female nature is easier said than done because while this change is very recent, you still have 200,000 years of biology, evolution, instincts, hard-wired genetics and tradition screaming at you to do what Tom, Dick, and Harry did.

Men are taught to take women at their word, be nice, and always be a gentleman. Men are taught to "*do the right thing*," while women are taught "*do the right thing for you*." Furthermore, men's interest in women is so intense their real-life happiness is usually dependent on it, making this the ultimate issue facing all men today. If you do not overpower those instincts or blindly ignore the REAL changes in intersexual dynamics, you drastically increase your chances of suffering the fate of Harry –

a wholly wasted life. Therefore, ALL men today need to modernize their approach to women to reflect this "new normal."

Thankfully, there is hope.

Harry (and nearly every man over 50) needed the internet. Harry grew up in the "old days," where wisdom passed through your experience, family, friends, and inner circle. However, this form of knowledge rapidly became obsolete once male-female dynamics changed. It took generations to form the conventional wisdom that would be helpful in the "old days", so it has also taken ages to create knowledge that would work today.

Thankfully, the internet provides the ability to compare notes across the globe. In addition, the internet allows for a fast recompilation of wisdom that helps men navigate modern women.

What took men thousands of years via trial and error in the past takes men of today a mere 2 minutes of internet research. What confused men decades ago, not a single man today has to endure as the internet has readily available all the answers on modern women. In short, the internet can protect men from the confused, tortured lives of Tom, Dick, and Harry as long as they're willing to look for, learn, and UNDERSTAND the information.

The problem is this new wisdom is scattered across the vast internet in various YouTube channels, blogs, books, and podcasts. In addition, it is mixed with other bits of Red Pill wisdom concerning career, finances, education, philosophy, etc. Unfortunately, female nature is complex (to most men), so this content can often be lengthy, deep, nearly indigestible, and intimidating to men new to the Red Pill (sorry, Rollo). Therefore, men desperately need a simple, brief, concise, and practical manual that summarizes this wisdom into an action plan you can implement NOW.

That is what this book will do.

"Why Women Deserve Less" is the mandatory introduction to this new reality men must understand.

Don't get embarrassed like Tom. Don't get stood up like Dick. Don't waste your life like Harry. Intelligent men learn from their mistakes, but wise men learn from other people's mistakes.

CHAPTER 3 – THE OLD CONTRACT

The "Old Contract" was nothing sexy or exciting. It was boring. Despite all the flowers, white wedding dresses, cringe romantic comedies, and love songs, it boiled down to:

Men provided resources and protection.
Women provided sex and (if wanted) children.

The "New Contract" is a bit more complex as it may sound good on paper but doesn't work in practice...like communism. It boils down to:

I don't need a man! Men are trash! Down with the patriarchy!
Believe all women!
(You get the idea)

Now that we understand the difference between the two contracts, let us dive into the "Old Contract."

Though void and "technically" no longer in effect, it pays to review "The Old Contract" men and women had with each other for several reasons.

First, it is human nature.

No matter how much women hate the past or feminists detest tradition, there is no denying that men and women evolved over thousands of years to interact with each other in a certain way. These biological realities are reflected in the "old contract," and no matter how much women would wish otherwise, they are inescapable. Indeed, times have changed. Indeed, feminism has burned the old contract. However, political fads cannot undo 200,000 years of evolutionary hard-wiring that all men and women have. To deny the old contract is to ignorantly deny human nature.

Second, not everyone is entirely on board with "The New Contract," which will be described in detail in the next chapter.

Some people reject the new contract and insist on adhering to tradition. Examples include women who wish to be stay at home moms, religious people, etc.

Some accept parts of the new contract but still hold onto some of the old. Examples include feminists who want you to pay for a date, career women who leave the workforce to raise their kids, men who will commit but not marry, etc.

Some people fully accept the new contract. Examples include feminists with purple hair, people that identify as one of the 3,976,243 genders, androgynous men who are open to open relationships, parents OK with outsourcing their children to the state, etc.

Hell, a lot of people don't know and are in the process of figuring it out for themselves.

Regardless, the point is that we are in a transitioning period where a significant percentage of the population either wholly or partially subscribes to the old contract, rendering it valid.

Third, no matter how much women want to be men, they're still biologically women. They can pursue men's sports. They can have great careers. They can scream about how much they don't need men while they dress like men. They can even hate themselves so much that they cut off their hair and their tits, dye their hair green, mutilate their genitals, tattoo their whole body, and claim to identify as a man. However, in the end, no matter what they say, on a biological level, they're still women and will consequently behave so on some level, again making parts of the old contract valid.

Fourth, as women are confused today about their role in modern society, so are men. This is because the *biological* nature of the old contract runs contrary to the *statutory* nature of the new contract (explained in detail in the next chapter). For example, men pursue the opposite sex traditionally, which is encouraged under the old contract. But such actions are frowned upon, discouraged, or even outright punished under the new contract.

For example, it was perfectly alright to buy a girl flowers in the past, and she would naturally be inclined to enjoy them. But if not done under the precisely right circumstances and conditions today, such a move would likely label you "creepy," "desperate," or even a borderline "stalker." Like Tom, Dick, and Harry, you think you are doing everything right *and are*....according to the old contract. But those "right things" are in complete violation of the new contract, resulting in confusion and guaranteed failure. Understanding this will help eliminate much of your confusion about women today.

Finally, men must understand the old contract because your destruction is written within it. Whether you like it or not, whether it is fair or not, the seeds of every man's destruction are embedded in his natural male biology, sex drive, and masculinity. Men who don't understand how traditional male nature CONFLICTS with the new social contract of today face a life of poverty, strife, confusion, divorce, and even imprisonment. It is here where men's belief in outdated norms destroy them, and you must UNPLUG from what you are wired and taught to do.

"HOW IT USED TO BE"

ONCE AGAIN, BURN THIS INTO YOUR BRAIN:

Men provided resources and protection.
Women provided sex and (if wanted) children.

People may not like this emotionless, transactional view of men and women, but it doesn't make it any less accurate. The relationship between most men and women throughout all of history has been transactional. It has been prostitution. All men are Johns. All women are whores.

But whereas the cold, clinical, economic nature of men's and women's relationships may not be sexy, in a beautiful irony, what came from this transaction certainly is.

Yes, a man's primary interest in a woman was, no doubt, initially sexual. But if it were the right girl, at the right time, with the right guy, love would often be the result.

A woman might be viewed as evil by insisting a man make a certain amount of money before she commits to him. But in insisting a man have his financial act together, stability would often follow. Financial stability lays a solid foundation to stabilize a relationship and, eventually, a family. So is she a "whore" demanding a man make money? Not really. That insistence is hard-wired and results in children and a family that brings tremendous joy, arguably the whole purpose of life itself.

Were women stingy? Prudish? Perhaps even arrogant in their choice of men? Are you insulted when a woman rejects you? Indeed, women have lofty, if not impossible, standards. But if it were not for those standards, not a single innovation, advancement, or technology would have been made by men to convince women otherwise. Nearly every innovation or creation and almost all of society and civilization would not exist if women did not effectively insist men achieve some level of excellence before having sex with them.

In short, everything good, meaningful, and beautiful in life came from the "Old Contract" between men and women. Every human advancement, including family, love, technology, history, the arts, or civilization, comes from men trading resources for sex, and there's absolutely nothing wrong with it.

DON'T DENY REALITY

Any healthy, ordinary man would want the life and society that resulted from the old contract. And after 200,000 years of human evolution, it is perfectly normal, understandable, and healthy for you to want it more than anything else.

However, whether you are aware of it or not, and whether you like it or not, modern trends have rendered this reasonable want impossible for most men. Worse, these trends have made your strong natural male desires the ropes by which you will hang yourself. Even worse, your strong desires will damn you to a tortured, wasted life of vainly pursuing this near impossibility. This is how Tom, Dick, and Harry fucked up and how Harry ruined his life. This is the risk every young man faces today.

This does NOT mean to give up like a PUSSY! On the contrary, you should not deny your biological nature. You are hard-wired to want women, love, sex, and (for most of us) children. To deny your nature damns you to lead a miserable and unfulfilled life, which is what many modern women have foolishly done today.

You must strike a *balance* that allows you to achieve your old contract desires while successfully navigating new contract realities. This will help you avoid divorce, financial ruin, heartbreak, or even jail. You must see the world for REAL, *not* what is IDEAL.

CHAPTER 4 – THE NEW CONTRACT

“I DON'T NEED A MAN”

If you are a man alive today, there is a 100% guarantee you have heard the words, “*I don't need a man*.”

Whether it was Destiny Child's “Independent Women,” Beyonce’s “Run The World (Girls),” or some other mindless soundtrack to modern women’s delusion, you have heard this anti-male propaganda before. Ironically enough, Beyonce, every feminist's favorite musician, married Jay-Z, who has more status and higher net worth. Unfortunately, he also cheated on her, and she didn’t go anywhere despite releasing hit songs like “Irreplaceable.”

In the song, she sings: “*I can have another you in a minute. Matter of fact, he’ll be here in a minute, baby. You must not know about me. I can have another you by tomorrow.*”

Music like this encourages women to leave men, but clearly, she couldn’t put Jay-Z “to the left” as she is the *replaceable* one. Every feminist's idol is the biggest hypocrite and is enslaved to her biology. Hypergamy never fails…

Perhaps you dismissed the phrase “I don’t need a man,” or you agreed with it in some technical sense. Still, like most men, you probably wrote it off as a mindless political slogan your average, modern western woman parroted to display her belief in some basic feminist principles. Maybe she was a Beyonce fan...

However, there is A LOT more weight to that statement than most men realize. Because while men may dismiss the statement as some girl trying to flex her feminist credentials, the girl is trying to tell you something much more important.

Let’s translate “I don’t need a man” from Womanese to English:

“*I don't need you anymore, and consequently, we need to rearrange how men and women interact with one another in society. I need you to recognize that I am no longer dependent on you, and both our behaviors need to reflect that.*”

Even then, the average man might not pick up on this more fundamental message as his conditioning blinds him. So, what would help men understand the weight of this statement (and why it has consequences for you) is to view male-female relations through the historical lens of women.

For nearly all their existence, women needed men. While men could carve their existence out of the real world through their actions, women could not, making them wholly dependent on men. Consequently, women had to find a man and keep him happy. They had to dote on men, cook for men, have sex with men (even if they didn't want to) and take care of men, all of this lest they cared to die. Although you may have never done anything to “keep” a woman or have her somehow be dependent upon you, their entire bio-evolutionary history is one where they have, in one way or another, been “owned” or “kept” by men.

This is where the phrase “*liberated from men*” originated. This is why they parrot, “*I don't need a man.*” And though it may blindside you because you never kept a harem of women corralled on some ranch, their statement of independence is VERY REAL and SERIOUS to them.

ORIGINS OF THE NEW CONTRACT

This begs the question, “*How did women get liberated?*” One day they are wholly reliant upon men, and in a short 100 years, they're not. So what change allowed women to carve their living out of the world independently?

One might point to the 19th Amendment, where women got the right to vote, or the subsequent social and legal changes that afforded women the same financial and legal rights as men. The passage of no-fault divorce in 1969 may be another reason. Or a long and slow change in women's behaviors and choices over the generations. These things certainly paved the way for women to

be “liberated from men.” But technology and capitalism is what emancipated women from men.

The industrial revolution replaced physically demanding blue-collar jobs with climate-controlled-office white-collar jobs. As a result, you no longer needed a man's physical strength to work as much as you did basic intelligence and competency, which nearly every woman had. The industrial revolution also made things incredibly more efficient. For example, automating household chores (that generally kept women at home) and eliminating commutes through the wonders of the internet. These technological advances lessened the amount of time a man and woman needed to work to support a family and, more critically, an individual. Consequently, women could perform their jobs and be financially independent of men.

CAPITALISM

Coinciding with the industrial revolution was a revolution of free markets or “capitalism.” Capitalism lets people keep most of the fruits of their labor and limits government to a minimal role of defense and public services. Capitalism created a “personal self-interest” philosophy that boosted economic production and gave birth to American industrialists. Examples include Andrew Carnegie, JP Morgan, Henry Ford, and more modernly Bill Gates, Jeff Bezos, Steve Jobs & Elon Musk. Capitalism also gave birth to the society-advancing technologies they created such as electricity, automobiles, flight, and the internet.

These economic policies, timed with the industrial revolution, resulted in INCREDIBLE economic growth that birthed the first world. But it also made countries so incredibly rich they had more money than mere food, clothing, and shelter required. Coincidentally, these capitalist economies also happened to be democracies where the people determined government policy. Over time, nearly every first-world capitalist nation voted for generous and well-funded welfare states.

If the industrial revolution didn't tear up the old contract, the welfare state certainly did. Women were now twice as insured against being dependent upon men. They could work their jobs to support themselves; but if they failed, the welfare state would step in to support them anyway. Men's role in society had been entirely replaced by a paycheck or government check, even though taxpayers were still on the hook for the latter.

A NEW UTOPIAN ERA OF MALE-FEMALE RELATIONS

With no need for men (or so women think), women were allowed to choose the right man rather than be forced or coerced into accepting the wrong one. This transformed the contract between men and women from dependency and prostitution to that of choice or “volunteerism.” And if you take a minute or two to think about it, what should have transpired was a dramatic improvement between the sexes.

With no longer needing each other, both men and women could choose who they *wanted* to be with instead of who they *needed* to be with. This would logically lead to happier relationships between the sexes as desire forms a stronger bond than force. That couples were happier "in love" than they were "in business." The new contract also should have improved relations between men and women by shoring up everyone's finances. Having two incomes would eliminate the number one killer of relationships – financial problems – and happier, more stable marriages would result. There was also the reasonable expectation that women would lead more interesting lives in working alongside men and consequently become more interesting, intelligent, and philosophically attractive people. A fellowship of sorts would form between the sexes, bonding them together further and making each sex appreciate the other more than before. And cementing all of this should have been the advent of birth control, allowing for limitless, consequence-free sex without the constraints of marriage. In theory, the new contract should have ushered in a new era of *dramatically* improved relations between men and women - that after a lengthy, thorough (though fun) vetting process, we would all be madly in love with our soulmates, fucking like Stirling Cooper, resulting in the happiest and most fulfilled lives humanity had ever seen.

While this looked GREAT on paper and certainly stood to reason, this new utopia era between the sexes did not materialize... kind of like communism. The results were quite the opposite, and if you look at relations between men and women today, they have never been worse.

A DYSTOPIAN NIGHTMARE

By nearly every measure, the sexes have abandoned one another instead of blissfully coming together. Roosh's 2018 assessment of modern dating from Chapter 1 is REAL and backed by statistical facts. Here are some numbers since you guys know I LOVE stats:

- Marriage is at an all-time low of 5.1 marriages per 1,000 people, *half* the long-term average going back to 1900[1].
- Those who do marry face the same 45% divorce rate that American marriages have suffered in the past[2].
- 70-80% of divorces are initiated by women[3], jumping to 90% if the woman is college educated[4]. And what marriages remain intact only stand a 28.5% chance of being happy ones[5].
- Cohabitation is no better, with half of them ending just as marriages do[6].
- Family formation is down from 3.6 births per woman in 1960 to 1.64 births per woman in 2020[7] (*and that includes immigrant families* who traditionally have more children than the native population).
- Premarital activities such as courtship, dating, and sex are down as well. Your average Millennial gets only 1.43 dates per year, compared to 9.3 and 4.7 for X'ers and Boomers, respectively[8]. And this says nothing of their

younger Gen Z siblings, who prefer virtual dates to real ones.

- Women flake on dates at least 56% of the time[9], but field reports from men in the Red Pill community put it closer to 70%.
- Data from "Tinder Insights" show only 8.6% of people messaging each other on dating apps result in actual dates (resulting in an effective 91.4% "digital online dating flake rate"). This lack of dating and socializing has obviously led to a decline in people having sex.
- The percentage of young women who haven't had sex in the past year has increased by 50%, going from 12% of the population to 18%. While the percentage of men not having sex in the past has almost doubled, going from 15% of the population to 28%.
- Male virginity has nearly tripled, going from 11% of the young male population to 27%[10].

By nearly every measure and metric, a mathematical and catastrophic decline in love, marriage, family formation, sex, and general positive interaction between the sexes has occurred! BUT WAIT, THERE'S MORE! This still says nothing about the tense psychological, emotional, and political climate between men and women.

Nearly every man today is accused of unconsciously being a sexist or misogynist, benefiting from the evil "patriarchy" that oppresses women daily. Yet most women don't even know what misogyny means! Don't believe me? Watch my podcast when women foolishly call me a misogynist for stating an objective fact and the subsequent entertainment of asking them to define it after their false accusation. It is HILARIOUS!

Due to this "evil patriarchy," feminism has created laws and policies that give preferential treatment to women in nearly all aspects of society, whether that's education, hiring preferences, contracts, or government aid. Feminism originally meant EQUALITY between men and women, but what has occurred is discrimination against men, which violates the DEFINITION of feminism. Hate is the result, as men and women have been pitted against each other.

Also, resulting from the premise that women live in an *oppressed* society, women are constantly whining and complaining about non-existent sins men have committed that never seem to relent. Examples of complaints are the mythical wage gap, micro-aggressions, harassment, oppression, "the patriarchy," "chore deficits," the lack of mentors, #metoo, being asked out, catcalling, "mansplaining," and "man-spreading," to name a few.

This false oppression damages men, as it's not only effectively nation-wide-nagging, but women are increasingly painting normal (though perhaps awkward or regrettable) male behavior as a sin. Or worse, a crime punishable by the courts of the judicial system or public opinion. This doesn't mean all men are

innocent. But it seems women and society are trying to make being a normal man bad, “toxic,” or even criminal, which does nothing to improve male-female relations.

Sadly, this nightmare does not stop at nation-wide-nagging or codifying misandry into law. Sometimes women want blood. Sometimes a scorned woman wants vengeance. Occasionally, some women just plain hate men. And here is where redefining normal male behavior as toxic or even a crime snuffs out any benefits the new contract potentially offers.

The false rape accusations on college campuses of the 2010s did nothing to foster loving relations between men and women.

Hashtags like “kill all men” or “men are scum” may be relegated to small, misandrist segments of the internet, but they have a disproportionately devastating effect on men's morale.

Getting men fired from their jobs because they asked you out at work is a near-death sentence as it threatens a man's livelihood. And construing unwanted male attention as sexual assault or harassment, punishable by jail time, makes men plain afraid of women.

Tragically, it puts every man in a “Black Widow Catch 22” where his genetics compel him more than any force in the universe to chase women, but at the potential expense of his reputation, life, or livelihood.

Admittedly, a lot of this is amplified by the internet to look worse than it is. The clickbait nature of social media, as well as the dinosaur mainstream media, always promotes train wrecks over happy stories. However, the anecdotal evidence is corroborated by statistical evidence. Modern relations between men and women are more like a war of the sexes than it is a loving, happy, sex-filled “New Contract Utopia.” With all its promises and potential, the new contract has not only failed, but has made things drastically worse.

1 + 1 = 47,932

When you're fixing a car or trying to test some code, you know you're missing something if it doesn't work. So you go back and look at each line of code or diagnose a different part of the car and inevitably find the cause of the problem. Maybe you have a typo in your code, didn't gap the spark plugs correctly, or the computer isn't plugged in. But whatever it is, it's usually a tiny or singular thing.

Yet, the actual results of the new contract are so far removed from the intended outcomes that it's not like we're adding 1 plus 1 and getting 3. It's like adding 1 plus 1 and getting 47,932. Confusing us further, it's not like men didn't bend over backward for women. We gave women absolutely everything they wanted. We gave them rights, independence, a welfare state, birth control, reproductive rights, affirmative action,

heavily subsidized college educations, nursing stations, maternal leave, fraternal leave, sensitive soy boys like Hasan Abi, quotas, lower standards for employment, anti-cat calling laws, WIC, entire artificial industries to employ them (education, HR, DEI, nonprofits, social work, etc.), complete college programs to study themselves (women's studies, etc.), student loan bailouts, and open relationships. We even indulge their delusional fantasy that "being fat is beautiful!"

Worse, despite giving women everything, we continued showering them with gifts, flowers, romance, McMansions, wedding rings, expensive weddings, date nights, and “chore play.” There is not one stone left unturned, not one idea unconsidered, not one need untended, and we’re still miles off!

We are only left to conclude we missed something. Something big. Something HUGE. Something so glaring and obvious it must have been staring us right in the face this entire time.

And we most certainly did.

CHAPTER 5 – THE UGLY TRUTH

“Women hate Beta males so much they'll assume $150K+ in student loans to go to college for 4-8 years to qualify for a 40-50 hour per week, soul-crushing job just to avoid marrying one.”

-Rollo Tomassi

What we were missing was one simple, ugly truth. And that ugly truth is that *most* women simply don't like *most men* that much and never really did.

At first, most people won't believe this because of the absurdity of this claim. For *all humanity's time*, one sex *never really liked the other*??? That with *100 billion* humans created over their *200,000-year history*, women were never really all that interested in men??? But before you dismiss it, just set aside any reservations you have for now and look at some evidence as if you were an impartial lab scientist conducting an unbiased experiment.

First, look at what many would consider the ultimate point and purpose we're here (and the ultimate decision a woman can make regarding a man) – reproduction. Presumably, feminists would have you believe in the horrific, stone-age, patriarchal past, where men would clobber women over the head, drag

them back to their caves, fuck them, and make them have their children. Women did not have a choice.

But the human genetic record does not indicate that, and it was quite the opposite. Most women *did* get to pass on their genes, whereas only a minority of men did. [11] Naturally, some of this can be attributed to men getting killed in war or being enslaved, while others were financially successful and ran harems. But even in recent times, where women had at least some choice, only 25% of men passed on their genes. If women were as interested in men as men were women, we would not see these lopsided numbers in reproductive success. It is proof that when it comes to the most important decision a woman can make with a man, she is only fractionally as interested in men as men are in women. (It should be further noted this data goes back 70,000 years, indicating this overall disinterest in men is now thoroughly hard-wired into women's genetic code.)

Closely related are differences in the male and female sex drives. Since it is the primal reason men and women get together AND it's the most important thing to men, it's a very relevant measure of women's interest…or lack thereof…in men.

Unfortunately, sex drive is not so easily measured. However, here are some numbers that show the disparity in sex drives between the genders:

- Sex rates between gay and lesbian couples are revealing. Gay couples have sex about 6.5 times more frequently than lesbians[12], indicating women's interest in sex at only 15% that of men.
- Testosterone levels can also be used to measure sex drive, putting women's interest in sex at only 6.7% that of men's[13].
- Proxy measures such as porn consumption by gender[14] show women consume only 1/25th the porn of men.
- Only 20% of prostitutes are men, suggesting only a 20% interest in sex[16].
- And an infamous 1970s study by Dr. Russell Clark showed women had zero interest in sex when bluntly propositioned[15].

We could split hairs about the actual number, but what is more important is that you look past the mindless fact that women don't like sex as much as men and realize what that says about women's natural, hard-wired interest in men. If we average the above numbers, ***it's only 7.6% of your interest in them***.

If this isn't enough to convince you, perhaps the bevy of data that has come from online dating will. Here nearly every single bit of data points to women being only fractionally interested in men.

- The famous OK Cupid study where women rated 80% of men as unattractive[17].
- Various reports show women only swipe right on 3-14% of men's profiles[18].
- Match rates show men match only 6% of the time women do[19].
- If that still doesn't convince you, just look at any “Tinder Insight” graph between men and women. From swiping, matching, chatting, and ultimately meeting a man for a date or more, you can *VISUALLY SEE WOMEN'S GENUINE DISINTEREST IN MEN*.

Admittedly online dating is not the real world, but for young people, it increasingly is, and the data is bleak.

And lastly, women's actions.

When's the last time, if ever, a girl asked you out? Took you to dinner? Or initiated contact for any social, romantic, or sexual interaction? Did a girl offer to pay off your student loans, buy you a car, or help you out in any way? And what does it say that women initiate divorce 70-80% of the time? The average span of marriage is only approximately seven years. How serious can their interest in men possibly be if they can so easily divorce "the love of their life?" And if that's not convincing, look where they invest most of their time.

- When polled, Gen Z (born 1995-2012) women rank men ***7th place*** behind travel, career, education, experiences, and (tellingly) "starting a family."[21].
- While Millennial (1981-1996) women, *whose youth and beauty have long left them*, **still** rank finding a man at ***4th place*** behind their careers, education, etc[20].

The only way women could make it clearer to men that they're not that interested is if they hired flying planes to spell it out for you in smoke in the sky.

The only reason it's shocking to men that women don't like them as much is that men's sex drive and cultural traditions blind them to it. But ask yourself a question; does the above theory that women don't like men that much explain most of your interactions with women? Does it not describe the tooth-pulling nature of your experiences with them? Because if you find that it does, that's because it *is tooth-pulling*.

You're trying to convince women to do something they don't viscerally and naturally want to do. So if you wish to have any success with women and not waste your life pursuing something that refuses to reciprocate, you must realize and accept this truth. Most women aren't interested in most men…

…well, "*most*," anyway.

MAKING THINGS WORSE AND FURTHER COMPLICATING MATTERS

A crucial clarification needs to be made here about women's interest in men. Nowhere did I say women had NO interest in men. I merely said women were not ***as*** interested in men. Of course, women still like men, just top-tier ones.

This is no surprise to anyone. The genetic record shows women would only settle for superior men to bear children with. This is the most important biological decision a woman can make, so naturally women would insist on the best possible man they could get. It is and always has been part of routine, healthy, human nature for women to be choosier than men.

But whereas women may have been picky in the past, their standards used to be attainable.

If a man worked hard, stayed in physical shape, and was a good provider, he was reasonably assured he'd attract someone. Furthermore, in times past, economic necessity would force women to the bargaining table where they would have to reconcile what they'd like versus what was available in terms of men.

It wasn't perfect, but your average man could pair up with your average woman these past 1,000 years.

That was until the internet, *especially* Instagram.

Because while the industrial revolution, capitalism, and the welfare state may have liberated women from men, the internet has made them ***delusional*** regarding their dating expectations of men. Don't believe me? Watch the Fresh & Podcast "Afterhours." We made a female delusion calculator with stats from men in the US. A majority of the women we poll CONSISTENTLY describe their ideal mate as 6'+, 100k+ per year, and not obese...not knowing this man is literally in the top 1% and nearly impossible to find...we didn't even add in if he's handsome, charismatic, funny, charming or some other trait women demand in their dream man. The scary part? None of them are aware of how RARE this man is. When we tell women the slim statistical chances of finding this man, they say bullshit like "*He's out there*," "*I'm gonna manifest it*," "*I deserve it*," "*I know my worth*," or my personal favorite, the "*I'm not settling for less, I'd rather stay single*" response to reality.

The internet and the unlimited amount of choice it has given women today has effectively removed most women's interest in most men and also spoiled women to the point they're no longer capable of forming bonding, loving, committed relationships. Furthermore, all these choices have made women who were already genetically programmed to be picky, EVEN PICKIER TODAY.

I could write another book solely on the negative impact the internet has had on female delusion. But in short, here are seven main takeaways about the internet's effect on dating all men MUST know:

1. There is a skewing effect on the percentage of men women are willing to date. The consensus was around 20%, based partly on the OK Cupid study showing that women find only 20% of men attractive. This is corroborated by the human genetic record and men's general experience. However, women's standards have rapidly increased since the advent of social media. In the past 10 years alone, Fresh and I have witnessed through apps like Instagram and Snapchat women insisting on only the top 10% of men. And even that may be an outdated measure as recent research shows women only swipe right on 5% of men's dating profiles today.

2. These goalposts are constantly moving. It was 20% yesterday. 10% today. 5% tomorrow. Lord knows what it will be like in another short five years. Absurd as it is to think, women could get even pickier than the top 5% of men. Keep in mind nothing is stopping them.

3. Remember, they don't like men that much, and they are constantly bombarded with attention and offers of sex from men online. There is no reality check in today's society to stop them from perpetually increasing their standards. You should expect women to become choosier over time, not less.

4. With the internet making it seem women can have all the men in the world, they will never settle for a guy who is good enough. The internet offers them many options even if they find a quality guy. Women will always be tempted to look for something better since it is embedded in their DNA. The result is "runaway hypergamy," where women will want something better and insist on it. This will put them on a never-ending treadmill to find the perfect man, ironically ensuring she never sees him because there's "*always a better man out there*." Because of this, you can expect women to be initially interested in you but inevitably flake, ghost, break up with you, or even divorce you if a better option arises. This isn't to say every woman will always leave you the second she's offered a better deal, but their propensity to abandon a relationship is now a permanent fixture of western female psychology. Remember that women account for 56-70% of date flakes and 70-80% of divorces in the west. In line with their "runaway hypergamy," women's dating standards are delusional. They will insist on dating a man whose income, height, age, and status put him in the top 1% of men, while they are average and think nothing of it. But while you know for a fact there is no chance these men would ever commit to them, their expectations are not forged by reality but by the artificial world the internet has painted for them, especially Instagram. With hundreds of messages in her inbox, hundreds more trying to slide into her DM's, and all her internet social circle telling her how "amazing" and "beautiful" she is, your average woman is ***convinced*** she can get a top-tier man. Do not expect any consistency between a woman's appearance and the type of man she thinks she's entitled to.

5. Fifth, the quality of women will decline. In not being that interested in men in the first place but still having a limitless number of men thrown at them over the internet, women will find no reason to remain beautiful or feminine. Why should they? It takes a lot of work, and the armies of simps on the internet will ensure even the most average of women have the male interest and attention they need. This has already happened with 70% of young women now overweight or obese. A similar

percentage have mutilated their bodies with egregious piercings or tattoos. But women's personalities have also been destroyed. Where sweet, kind, feminine women once were, we now have vapid, arrogant, vindictive, and mean women today. The vast majority of them are simply not capable of a healthy relationship.

6. The internet provides a third way in which women can support themselves. Technology allowed women to earn a living through honest white-collar work. The welfare state allowed people to steal a living from the taxpayer. But the internet allows women to transact their sexuality for men's resources *without* actually providing sex or commitment. Welcome to the Simp Economy! Whether it's Only Fans, Chaturbate, Twitch, a sugar site, etc., the internet allows women to essentially be on a global stripper pole for all the men in the world to see and throw money at. Unfortunately, this renders a significant amount of online dating to nothing more than a sales funnel to a girl's camgirl account. While women may not be that interested in men, they are interested in money, especially if they only have to provide some digital substitute for real sex and love. And so, with younger generations living an increasing percentage of their lives online, you can expect a push towards, and an increase in, “para-social” relationships where women insist on online relationships only…while being financially compensated.

7. And finally, “The Junk Mail Effect.” Just like you are not interested in the majority of offers from junk mail, women are not interested in most requests from men. Unfortunately, because of the male sex drive, women are inundated with thousands of offers, making men as annoying as junk mail. However, what needs to be understood is just how few real problems western women have worldwide. They want society to cater to their every wish, and if something doesn't go their way, they don't chalk it up to “life” or “bad luck,” but “patriarchy” and “oppression” and demand society fix it. Remember, they are so spoiled that society agrees that "*big is beautiful*". This likely makes unwanted male attention a major crisis in most young, western women's minds today. Because of this many will demand you be punished for expressing an interest in them.

These seven points have resulted in a slippery-slope environment where male interest can be considered harassment and used to punish men through a court of law, the court of public opinion, or otherwise ruining his career and reputation. I'm not saying you don't ask girls out or that your internet flirtations constitute sexual harassment. However, the internet has flooded women with so much unwanted “male junk mail” women are already annoyed, antagonistic, and possibly hostile when you approach them. This has made dating harder and riskier, requiring men to follow specific policies like never

dating at work, being careful who to date in college, and being wary of what they say on the internet while dating. It can adversely impact your future.

In summary, it was already an uphill battle for your ancestors to find, attract, and keep a woman. With technology and the welfare state, your father's and grandfather's generations had it exponentially worse. But with the internet, young men face an environment that is practically impossible when finding a quality woman today and into the future. In part because women do not have an equal desire to find a man, but also because the internet has rendered most women unmarriageable in the first place.

It's tragic, sad, and in many ways, the end of society, but it is nonetheless true. If you wish to have any hope of navigating women successfully, you must accept the FACT women don't like most men that much. It’s YOUR job to get into the top percentile of men they DO like, not cry about it.

CHAPTER 6 – VIOLATING THE CONTRACT

Imagine a trading post in the 1780s American frontier where the frontiersman and Native Americans would meet to trade. The frontiersmen want the fine turquoise jewelry the Indians make, while the Indians want the whiskey the Europeans make. They may haggle over price, both parties trying to get the best deal they can, but regardless, they show up at the trading post because they have a genuine interest in what the other party is offering. And as long as the frontiersmen bring good whiskey and the Indians create beautiful jewelry, this trade continues to benefit both parties.

But what if the Indians learned to distill their own booze?

In this scenario, the frontiersman and Indians would have no reason to trade. Or the frontiersman would have to bring something else of value that the Indians would be willing to trade their turquoise for. It is likely the Indians would stop showing up at the trading post because the frontiersmen offer them nothing of value. The trading relationship would be over, and the implied contract of whiskey for turquoise would be void.

This is the *same* thing that has happened to the sexual marketplace between men and women in the west. In older

times, men would provide women with resources and protection, while in exchange, women would give the men sex and children. But now that women can provide their own resources and protection through either white-collar work or the welfare state, they no longer need to provide men with sex, let alone children. And so, if women show up at the trading post, it's only for those top 5% of men that empirical data has shown us they're interested in. But not your average man. They are no longer interested in trading with you.

CLOSING THE TRADING POST

Usually, at this point, the trading post would close. With one party generally no longer interested in trading with the other, the old contract would be null and void. And so without trade, a new relationship would have to form or the Indians and the frontiersmen would simply go their separate ways. But since men and women can't just separate within society, a “new relationship” or “new normal” between men and women has formed.

Under this “new contract,” men and women interact *voluntarily*. Nothing is exchanged. Women are to support themselves independently, requiring no support or subsidy from men. While they, in turn, are no longer needed to provide men with sex, love, support, or family.

And you can see this lack of trade between men and women with their lack of social interaction. Family formation is dropping like a rock. Men and women are dating less, having sex less, and marrying less. Young women's behaviors have made it very clear they are choosing a life of career, education, work, and ultimately themselves over family. While men are returning to their respective corners, choosing (or perhaps being forced to choose) a solitary life of video games, the internet, porn, and non-participation. Indeed children are born, but are outsourced to daycare or public schools to be raised. And what few people do get married get divorced at the same, historically high American rates (about 50%, as stated in the last chapter). Men's and women's disengagement from each other is blindingly apparent and proof the “new contract” is in full effect.

But there's just one problem.

Regarding men and women trading with one another, we're not talking turquoise and whiskey. We're talking sex for resources.

And whereas the frontiersmen and Indians could have done without turquoise or whiskey, men cannot do without sex. The male sex drive is the most powerful biological force in the world, making sex more of a non-negotiable addiction. Unfortunately, this puts women in an uncomfortable position. Most women don't want to have sex with most men. Yet, despite the new contract's implementation, men are still trying to negotiate sex

out of women, much to women's tremendous and never-ending annoyance.
However, regrettable as that is, men's lopsided sex drive *does* provide women with an *incredible opportunity*. An opportunity to violate the new contract and profit significantly from dabbling in the old one. And here is where every western man alive today faces the same risks as Tom, Dick, and Harry.

AN ARMY OF SIMPS

"The Principle of Least Interest" is a law of power. It states that the person or party with less interest in a relationship has all the power. The reason is obvious: In not caring whether a relationship continues, it is up to the second party to meet the disinterested party's demands (no matter how irrational). Otherwise, the disinterested party will walk away. This is precisely how the relationship between men and women is today, because women don't need you.

They not only tell you this, but their actions belie this all the time (please reread Chapter 4 if you're starting to think otherwise). And women truly have no interest in the average man (if you don't believe that, re-consult the quote from Rollo Tomassi at the beginning of Chapter 4).

If this were any other negotiation or contract, men would accept women no longer wish to trade. But because it's sex and men are biologically hardwired to pursue it more than anything else, that puts men in the significantly disadvantaged position of desperation. In general, men are so desperate for the pussy they will plead, beg, and grovel for it, saying, "*We'll do anything for sex, anything!*"

To which women communally look back with one eyebrow raised and say, "ANYTHING??"

And most men reply desperately, "*Yes, anything!*"

And "anything" usually means "everything."

It is here one final aspect of the old contract must be discussed. Because while we focus on the positive aspects of trade like whiskey, sex, turquoise, or resources, we don't look at the other side of that same coin – responsibility. Because in agreeing to trade whiskey for turquoise, each party is responsible for distilling the whiskey or making the jewelry. And according to the "old contract" between men and women, men were responsible for providing the resources to support their families.

But this is a larger responsibility than most people realize. Historically, a man was responsible for working up enough wealth to pay for himself and provide for his wife and children. He was also responsible for ensuring they were safe and protected from all threats. So yes, he was getting laid, and yes, he may have children, but he was the one who had to go out and

work until he died or grab a spear to fight off a pack of wolves if necessary.

More modernly, this translated into working at the factory, going to college, signing up for the draft, or fixing the home. Yet what most people don't see is that all these individual men working to provide for their families *by default* also became the entire economy. They became all of society. And so not only did men have the responsibility to support their families, but in doing so, they were also cumulatively burdened by being responsible for creating, supporting, and maintaining all of society.

This is a tremendous, if not ultimate, responsibility. Not only are you responsible for your family, but the society in which they live. You need to make sure society operates, infrastructure works, people are safe and free, and the economy grows. And this was such a huge obligation that most men worked until they were dead to ensure the integrity of their families and society. For the most part, it was a laborious yet sacrificial life for sex, family, and love.

But there is some good news.

Just as the new contract liberated women from men, it also liberated men from this total and complete burden. Men were no longer solely responsible for supporting and providing for the rest of society, but women would now equally shoulder this burden. Men were no longer solely responsible for ensuring the lights stayed on, the water flowed, and the borders protected, but women were equally responsible. Yes, men may have had to give up consistent, reliable pussy and the families that came with it, but they were now only responsible for themselves. A tremendous burden had been lifted from their shoulders and given to women.

However, this presupposed one huge and vital thing – that women would rise to the challenge and support themselves. Those women would do what they said they would do and be independent. They, too, would work alongside men, plumbing houses, paving roads, signing up for the draft, and carrying their weight in society. Because if they didn't, then society would collapse. Production wouldn't be maintained, infrastructure would decay, society's finances would crumble, and the country would be ruined. Women were liberated from men, but this freedom came with that same tremendous responsibility men historically had.

There's just one minor problem.

Sadly, women haven't held up this end of the bargain as a group. Sadly, most women have delegated this responsibility to society and men. And though we'll go into great detail about how below, this means they're now in violation of the new contract. Which means men need to wake up and adapt to this new normal.

VIOLATING THE CONTRACT

Though there are hard-working women who have no doubt upheld their end of the bargain (and this chapter does not apply to them), men's addiction to pussy has allowed women to violate the new contract and abuse remnants of the old in MANY ways.

There is no way to chronicle and categorize all the various ways women have done this. But the most egregious and hypocritical violation of the new contract is their inability to carry their economic weight in this society, necessitating their continued disproportionate dependence on men. And since the fundamental clause of the new contract was that men would no longer have to support women, violating that key clause means the new contract should be thrown out, or at least men shouldn't honor their side of the contract.

This alone should wake men up so that they no longer slave under the responsibilities of the old contract while receiving none of the freedoms or benefits of the new one. But there are other general ways women violate the new contract, abuse the old, or negotiate in bad faith. And so, a general review of women's actions in today's society is needed to show men where they have violated the contract and ***why women deserve less***. These behaviors of which can be put into three general categories.

Economic dependence
Negotiating in bad faith
Victim status and preferential treatment

ECONOMIC DEPENDENCE

Core to the new contract that governs men's and women's interaction today is that women are independent. Luckily, economic production can be analyzed. The most accurate and direct way to do this is to ask a straightforward question - "*Who does what in the economy*?"

This removes money, government checks, alimony settlements, etc., which only complicates the analysis and focuses on a straightforward question – Who is doing all the real work in the economy? Who is carrying the weight? Who is producing the things that matter? And the answer to this ultimate question isn't even close.

If you use college majors as a proxy as to who is serious about getting a real job and producing real things in the economy, it is very clearly men who are serious. This is because men account for most worthwhile degrees, such as Engineering, Accounting, Actuarial Science, etc. In contrast, women account for most worthless degrees such as Sociology, Women's Studies, Journalism, etc. Only 18% of engineering majors are women, while 68% of worthless degrees are conferred to women[22]. In short, women want to go to college, but only a minority of them are serious about working a real job.

Another way to measure how serious women are about honoring their end of the new contract is to see what professions women end up working in. You can do this with a site from the Department of Labor (linked below) that allows you to move a cursor along a chart, showing you what percent of men vs. women are employed in different professions:

https://www.dol.gov/agencies/wb/data/occupations

However, I'd strongly suggest you do it now because once the Department of Labor realizes the data shows how disinterested women are in working real jobs and supporting society, they will take it down. But here are the top 10 professions for both sexes for reference:

Top 10 for Men:

Plumbers, Pipefitters, Steamfitters 99% men
Electricians 98% men
Carpenters 98% men
Auto mechanics 98% men
Supervisors of Construction & Extraction Workers 97% men
Construction Laborers 97% men
Firefighters 96% men
Industrial Mechanics 96% men
Aircraft Mechanics 95% men
Machinists 95% men

Top 10 for Women:

Preschool and Kindergarten Teachers 97% women
Executive Secretaries 95% women
Child Care Workers 95% women
Regular Secretaries 94% women
Dental Assistants 93% women
Medical Records Specialists 91% women
Receptionists & Information Clerks 91% women
Medical Assistants 90% women
Dieticians and Nutritionists 90% women
Hairdressers and Cosmetologists 89% women

Again, this isn't to say there aren't women who are accountants or dentists who carry their weight. But it is painfully evident as a group women disproportionately pursue professions that are simply unnecessary and not important to the survival or success of the economy. Meanwhile, the economy and society would collapse **IMMEDIATELY** if all men were to take a mere week off from work. It is also hilariously hypocritical that most women find dating a plumber beneath them when a plumber is infinitely more valuable to society than a daycare attendant or a freelance journalist.

Another simple measure of how serious women are about being independent is how much they work compared to men. Here are some FACTS:

- Men, overall, work 52 minutes more each day than women[23].
- Women are twice as likely to work part-time compared to men[24].
- Women take leave from work more frequently than men and for more extended periods (34 days versus 21 for women and men, respectively)[25].
- Women also use 88% of their vacation days compared to 82% of men[26].
- And women call in sick 30% more frequently than men[27].

Admittedly, some of this can be attributed to women giving birth to a child or having to go home to take care of a sick child (notably taking a leave of absence). But using the wage and annual income data for both ***childless*** men and women, childless women work only 1,811 hours per year, while childless men work almost 2,088 hours (300 hours per year more)[28].

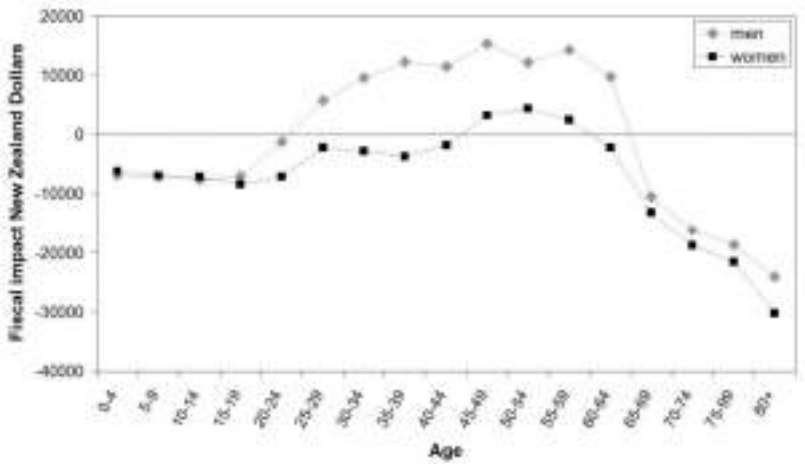
Women work less than men on average, period.

Naturally, choosing easier degrees, pursuing frivolous professions, and working fewer hours than men results in women making less than men. And this would be perfectly fine if women were OK making less money for less hours and less arduous work. But they're not. Society has brainwashed them that they're ***entitled*** to equal income as men under the new contract (even though it is not equal work). To maintain their traditional living standards, they could marry a higher-income man, but that is off the table for an increasing percentage of women in today's post-marriage, new-contract world. In part because they don't want to marry. In part because a dwindling percentage of single men make more than women. And so they resort to the one thing that can make things “fair” and “just” in their minds;

They resort to the government.

Here, women make it very clear by the way they vote that they intend to have a higher standard of living, even if they have to force others to pay for it. Women (especially single women) vote overwhelmingly for leftist political parties (Democrat, Labour, Socialist, etc.) that promise to give them other people's money. Be that UBI, section 8 housing, WIC, EBT, free daycare, TANF, free lunch programs, rent moratoriums, student loan bailouts, or any one of the limitless number of government programs, women disproportionately benefit from the welfare state. And why shouldn't they vote that way? It's only in their best financial interests to do so. So when you factor in how much women consume via government programs versus how much they produce in their questionable careers, it should shock no one they are net economic liabilities to society, thereby requiring men (and hard-working women) to pick up the slack to pay for them.

In a study[30] that has quickly been buried and put behind a paywall, New Zealand calculated the annual economic benefit (or cost) men and women on average provided for (or cost) society. And the results were telling[29].



Women were, on average, only net economic contributors for 15 years of their lives (compared to 30 years for men). So they required men (and genuinely independent women) to pick up the slack through direct income transfers or added taxation. As a result, the total of women's net economic contribution was tallied and equaled ***negative $140,000*** (New Zealand dollars). This in the era of "strong independent women" who "don't need no man," where the new contract has been in force for at least the past 50 years. Yet, women as a whole, are still economically dependent upon men.

But perhaps what is most galling is not how women use democracy to force old contract obligations on men. Nor is it that women now have all the freedom they want, but can disproportionately rely on the male taxpayer to bail them out (or subsidize them) if their choices go south. It's when they choose to breed with deadbeat dads, but then require the responsible men of society to pay for their bastard-yet-innocent children they can't afford. This is the largest psychological, emotional, and evolutionary violation of men as it renders every net taxpayer (females included) a cuck.

You don't get to pass on your genes. You don't get to have sex or a woman's loving, emotional support. But you are still responsible for raising someone else's kids, which you have no say or authority over. And this not only renders us all cucks but, as Rollo Tomassi once said:

"*Responsibility without authority is slavery.*"

And he's right. You are a slave. That 40% tax bill you (and all other western net taxpayers pay – *women included*) goes disproportionately to women who refuse to honor their end of the new contract and take responsibility for their actions, particularly regarding fatherless children. And if you think 40% is bad, know *they are constantly voting for more*. These women have no intention of honoring their obligations under the new or old contract. You cannot help but conclude that modern-day women deserve less.

NEGOTIATING IN BAD FAITH

Much as men don't like to admit it, we have emotions. Men fall in love, are true romantics, and are closer to unconditional love than women. Furthermore, men are conditioned to want women, families and children by our evolutionary histories. So it is only natural that men want the old contract more than anything else. Unfortunately, when you combine that with men's higher sex drives, it puts men in a compromised position when negotiating with women. Women know you want sex more than they do. Women know you want them more than they do you. And this imbalance in power allows many of them to "negotiate in bad faith."

"Negotiating in bad faith" is a legal term that means bargaining with no intention of reaching an agreement. This is usually done to delay a resolution to buy more time, put yourself in a better bargaining position, or give yourself some advantage in negotiations. But regardless of the underlying reason, it is always to hide an ulterior motive. And many women's ulterior motive is to get the two things they seek most out of men – attention and resources – by offering the old contract benefits of sex and a "unicorn wife"...with the intention of delivering neither.

These "bad faith negotiations" usually fall into four general categories.

First, women use dating apps or social media **solely** to get attention. This is so obvious I shouldn't have to explain it, but since most young people socialize online, this is the most common instance of women negotiating in bad faith. And while it may seem convenient or efficient to meet girls online or through a dating app, it is quite the opposite, simply because so few women are there to date.

Look at any Tinder Analytics breakdown of a woman's dating app, and you'll find their general disinterest in men laid bare. But the two particular statistics you want to look at are:

The percentage of men they matched with that they chat with.
The percentage of men they matched with that they go on a date with.

Though it would require access to all the dating apps' databases, in general, you can expect only 20% of the women you match with to chat with you, while only about 5% of women will actually go on a date with you. And keep in mind these are the girls you matched with, which is usually less than 1% of the tens of thousands of profiles you swiped on. It's obvious that if they're only going out with 5% of the men ***they find physically attractive***, they're *not* there to date. They're there for attention.

It also helps to take a macro view of people's behaviors to see their true motives. For example, men and women spend about

90 minutes daily on dating apps[31].

Men have the obvious and honest intention of going on dates and getting laid. But when you do the math for women, that means women are spending between **10-30 *hours*** on dating apps ***just to go on* ONE DATE**. With such a tremendous waste of time, there is no way women are using dating apps for dating. Again, they are using them solely for attention.

Sadly, this negotiation in bad faith is not without its price. Because while women are perfectly fine spending 90 minutes a day shooting attention into their veins, men are wasting 10% of their waking hours ***and* 10% *of their conscious* lives** on dating apps. There is so much more men could do with this time. You could start a business. You could get an advanced degree. You could build a house, get a shredded body at the gym, or enjoy some leisure time. Here is a numerical price tag to measure this waste of time. If you worked that 90 minutes a day earning the median wage, and invested it into an average returning mutual fund starting at 18, you'd have $3.6 million by retirement age.

Women don't deserve your attention online.

The second way women negotiate in bad faith is by using dating for attention and resources. Like “online dating,” there is an implied contract in “actual dating” that you are physically attracted to one another and there is a prospect of a relationship forming later. And so you go through the courtship ritual of dating, so the girl is comfortable enough with you to have sex, and potentially become your future wife.

But this process is fraught with opportunities for a woman with ulterior motives to take advantage of this implied contract.

This can be as petty as a girl just leading you on, agreeing to go on a date with you, only to flake or stand you up at the last minute for kicks. It could be passing a note to you in class to lead you on, so she can get attention and make fun of you in school, like what happened to Tom. It could be because she's bored and doesn't want to stay at home, so she goes out with you, but not because she likes you, she's just bored. She could potentially like you, but you're her insurance policy if her primary guy bails on her, and you're just in a holding pattern. Or she could be cold and just be looking for a free meal or entertainment. Women have many other reasons to date men beyond sex and relationships.

Naturally, not every girl you date is there to feed off your attention or the free meal you bought her. But if you're not savvy, you will waste an incredible about of time and resources dating girls who aren't that into you. There is no substitute for experience here, but there are a couple of policies you can follow to cut your losses.

One, expect at least half the time the girl will flake or cancel at the last minute. This ensures you have other plans so you don't

waste a precious Friday night off or pass up on an extra shift where you can earn extra money.

Two, Facetime with the girl to make sure she looks like how she presents herself online. Also, find out if she's got kids or any other deal-breakers she conveniently forgot to mention.

Three, keep first dates simple, short, and cheap. Coffee dates or cocktails are perfectly fine, and keep them within walking distance of your place, so you're not wasting time commuting to a date who's going to ghost you.

Four, know when to quit. The vast majority of your dates will not lead to anything. This is because, for whatever reason, she's not that into you. It could be another guy. It could be she never liked you. It could be any one of several reasons. It doesn't matter why. All that matters is what is.

In short, when it comes to dating, *women deserve less*. So limit the time, money, and energy you invest in a girl until she proves she's actually into you and not using you.

Third, digital relationships.

With the advent of the internet, an increasing percentage of people's social and love lives have moved online. Of course, there's nothing wrong with this per se, as the internet can be used to meet people and even be a great tool to vet someone. But with an increasing percentage of people living their lives online, an increasing percentage of men are settling for "digital relationships" instead of real ones in the real world.

This gives women negotiating in bad faith a tremendous opportunity to profit from these men. At minimum, you are all familiar with the attention whore who posts selfies on social media solely to get praise and admiration from her male followers, who are permanently friend-zoned and never allowed to DM her. Many women do the same on social media but redirect you to their webcam account or PayPal to get money in addition to attention. Some directly monetize their sexuality by selling nudes or feet pics to any simp who gives her money. Worse, this can morph into "the girlfriend experience," where e-thots' boyfriends text you behind the scene to make you think you have a special one-on-one relationship with her. And even worse than that is the increasing trend of "online only" relationships, where men and women never meet but are "exclusively dating online."

Women love these types of relationships because they get everything they need out of men with no actual physical commitment. Furthermore, they can have as many "digital boyfriends" as possible since the internet is scalable. But regardless of what kind of "digital" relationships you have with these girls, they're ALL a waste of time, as you will never meet them in the real world. People like to point out that Only Fans made $4.8 billion off of simps in 2021, but this pales in

comparison to the trillions of hours billions of men waste worshiping girls online every year. Had men invested that time in themselves working or doing something of value, we're talking TENS OF TRILLIONS OF DOLLARS in lost opportunities every year. Opportunities that could drastically improve men's lives across the globe.

Again, women deserve less.

And finally, marriage.

Marriage is hands down the single dumbest decision a man can make. You must be a complete moron to agree to a marriage contract in today's world. Only 14% of marriages are happy, with half ending in divorce and the remainder being miserable. And should your marriage end in divorce, you face tremendous legal and financial costs, which often render you poor for the rest of your life.

Yet despite its atrocious and dangerous track record, a significant percent of the population still gets married. This is in part due to cultural and traditional reasons, as getting married is what humans have historically done. It is also partly due to the optimistic idealism of newlyweds who think they won't fall victim to the divorce statistics. But it is also partly due to genetics where deep down inside, men and women still hold out for the ideal relationship that the old contract promised. In other words, men's (and women's) genetic desire to get married blinds them to the modern-day challenges and realities that make marriage the horrible and dangerous proposition that it is today.

This doesn't mean that every woman out there is some money-grubbing gold-digger, using marriage as a tremendously inefficient way to extract money and attention from men. The truth is most women don't get married to get divorced. But what women want out of marriage has certainly changed, making it the risky and failed institution it is today. To quote Aaron Clarey:

"*Most women want to get married and have children. Very few want to be wives and mothers.*"

And this most aptly describes what women want out of marriage today.

Most women in the west don't view a husband and kids as the human beings in life that will give them ultimate purpose, meaning, love, and reason to exist. Instead, most women view husbands and children as things to have. Boxes to check. Status symbols to display. And this is no more evidenced by two blatant actions most women take. One, how quickly they are to divorce "the love of their life" and ignore their wedding vows when things aren't right. And two, how so few women raise their children versus outsourcing them to daycare, nannies, and public schools. Again, it was a movie, but the scene in "American

Beauty” where Annette Benning's character is more worried about a couch than having sex with her husband is sadly entirely accurate when describing western women's view of marriage, husbands, and children. They are things to have, not humans to love.

This means women are not so much negotiating in bad faith as they are negotiating in naivete. Today's society conditions women to have a myopic, solipsistic, and ultimately selfish view of relationships which is why most marriages fail. This is why nearly every wife gets fat after getting married. This is why many wives cut off the sex either after the honeymoon or after having kids. This is why women bitch about “house chores” while the man is fixing the house and cars. This is why most women pay other people to raise their children. Most women are getting married and having children for themselves, not you, which is completely antithetical to love.

Regardless, because men have a strong urge to find “the one,” you cannot let those desires land you in the legal contract of marriage. You must know that while women also have a genetic urge to find “the one,” today's society conditions women to view their husband and children as assets, not as their purpose and reason in life. And when you combine this self-centered view of “marriage” with the legal and financial risks of marriage, there is no way any man in the west today should marry.

Marriage, no matter how vital it was for all of humanity, is now officially off the table. Women deserve less.

VICTIM STATUS AND PREFERENTIAL TREATMENT

“Women are surrounded by this tornado of misinformation, but nobody corrects them because we want to fuck them.”
-Bill Burr

The male sex drive gives women preferential treatment. We'll throw our friends under the bus to get laid. We'll leave an extra tip in the hopes of impressing a girl. We'll lie to women to spare their feelings. This is so we don't offend them, as offending them would lessen our chances of fucking them.

But men are not the only people who give women preferential treatment. All of society does. And this has more to do with human evolution and survival than sexism or misandry, as women are much more valuable than men in terms of reproductive value.

A woman only produces one egg every month, while men can produce millions of sperm every day. Furthermore, once a woman is impregnated, it takes nine months for a single human to be born. And during that time, she can no longer get pregnant, but the man can go on to impregnate as many women

as he wants. In short, because eggs are rare and sperm is plentiful, women are the reproductive bottleneck to the species, making them much more valuable than men.

Because of this, society has evolved to give women preferential treatment. There is the rule of “women and children first.” Men are the ones who die in war. Men did (and still do) all the heavy lifting. Women were usually protected and shielded in society, especially while pregnant. Deference is usually given to them in nearly all social situations. And this preferential treatment continues because it's not a simple matter of throwing a switch, and soon men no longer feel the urge to protect women or society no longer has “ladies' night.” It's hardwired into men's and society's DNA to treat women better.

More modernly, however, a sick and warped deference to women has evolved. Because in achieving equality, women now have the right to vote, work, own property, have bank accounts, etc. And in having these rights, it is no longer men who wish to fuck them but some key and powerful institutions. Specifically:

Governments
Banks
Corporations
Schools
and the Media

In having the same rights as men, women now have the **money and votes** these institutions want. And to part with their money and votes, women need to be convinced it is in their best interest to do so. But if you look at a traditional nuclear family, none of these institutions stand to profit from a stay-at-home wife, the family which lives off one income.

Governments take in less taxable income as only one of the parents is working. There is also less need for welfare programs to raise bastard and illegitimate kids from broken homes. Plus, every leftist party in the west needs unmarried, feminist, single women to vote for them, so they remain in power by offering to replace husbands with government checks.

Schools, specifically colleges, need women to go into tons of debt so they can enrich themselves off them. Universities charge $500 a credit. This allows them to enrich their admin staff and employ armies of worthless social science and liberal arts professors (who would find no employment outside academia). Of course, this is in exchange for a worthless degree with no hope of earning money to repay student loans. But, of course, this also benefits the government as schools are ground zero for installing a feminism/socialist operating system in women's minds, which guarantees future votes for leftist parties.

Corporations love unmarried women. They can double their sales as women are now working jobs too. However, the country also needs twice the housing, twice the cars, and twice

of…well…everything that goes into furnishing homes as nobody lives under one roof. And doubling the labor force also puts downward pressure on wages as you have twice the number of people now vying for the same jobs.

Banks are only more than happy to help corporations by lending women money at 15% APR for a car they can't afford, not to mention credit cards, home equity loans, and any other form of borrowing that goes to buy corporate stuff. Of course, these corporations are grateful in return, as these banks have made it so these women are desperately loyal to their employers as they are now debt-slaves living paycheck to paycheck.

And then there is the media.

Mercy, the media makes hundreds of billions in profit selling all of this to women—the lifestyle, the politics, the empowerment, the materialism, the status, and the handbags. Convincing women, they're anything but debt enslaved people, tax slaves, and corporate slaves as they work 60 hours a week in some soul-sucking corporate job to barely pay rent while their employer joyfully offers to freeze their dried-out eggs at 36.

When you add it up, literally **OVER TEN TRILLION DOLLARS A YEAR, IN THE *US* ALONE**, is at stake regarding the difference between women living a traditional life versus the modern one. And so society, through these various institutions, must convince women that traditionalism is bad and that there is a much better life for them. And when boiled down, that life philosophy is:

1- *You don't need men.*
2 - *You deserve everything.*
3 - *If you don't get it, it's men's fault.*

This is a lie!

I can write another book about how society lies to women. The most pernicious lie is perhaps the most luxurious one. And that lie is that women are not responsible for anything. Historically, men have lied to women in this way to curry favor with them to fuck them. But nothing is on the scale of what we do today. We tell women their Sociology degree should earn just as much as a man's Chemical Engineering degree. We tell them their children have mental issues because of ADHD, not their neglect. We even tell women that *big is beautiful*. Society lies to women in ***every capacity and regard***, so they have the luxury of not feeling bad or guilty and having no responsibility for their bad decisions…" *just as long as you buy our shit or give us your vote*."

Unfortunately, sparing women's feelings (for whatever ulterior motive) doesn't change reality. And when their lives do not live up to the hype society promised, they (rightly) get pissed. They were supposed to make as much as men. They were supposed to be in positions of power. They were supposed to have a democrat-voting Jason Mamoa-looking husband who ate

organic and rubbed their feet. They were *not* supposed to be a 38-year-old, debt-ridden spinster with $250,000 in student loans, making $18/hour at her assistant social worker gig while seriously contemplating her landlord's offer of a blow job instead of rent. Instead, she was promised she'd "have it all."

Unfortunately, because there are only two sexes, there is only one group of people to blame for these women's failed lives. Men.

The political psychology of feminism further reinforces this. And since society and men are predisposed to have a deference to women, nobody tells them the truth. So we don't tell them:

"*Stop majoring in stupid shit.*"
"*Don't blow so much money on dumb crap.*"
"*Family and love are more important than your career.*"
"*Don't get fat; otherwise, you won't find a guy you like.*"
"*All this is under your control if you make different decisions.*"
"*Don't be a promiscuous whore and hurt your ability to find a man that takes you seriously.*"

It would frankly "hurt their feelings." And to be perfectly honest, they're so thoroughly indoctrinated most women won't listen anyway.

And so we are forced to lie further and point to the only other thing that logically, though erroneously, makes sense – it's men. It's the "patriarchy." It's "toxic masculinity." That 14-year-old boy who hit puberty last week? Yeah, he's "*Part of the patriarchy oppressing you and is why your life sucks!*" Not your idiotic decisions.

Maintaining this costly and society-destroying lie has two effects.

First, widespread "misandry" or hatred of men on the part of women. Since men are the only party who can be blamed for women's failures, society is forced to hold men as the guilty culprit, no matter how misplaced the blame is. Many women believe this lie and resent men for it.

Second, men being the guilty culprit officially makes women victims, which provides a reason and rationale to give women preferential treatment under the law (at the expense of men). And here, nearly every man alive today is acutely aware of this preferential treatment of women.

Employers are blatantly sexist in their preference for hiring and promoting women over men while hiding it behind the guise of "affirmative action." As a result, women are given preferential treatment in government contracts, grants, employment, and welfare. Here are some stats to prove it:

- Laws are passed forcing companies to put a quota of women on their boards and executive staffs [38].

- There are multiple times more “women only” scholarships compared to men[34][35][36][37].
- Family courts award custody to mothers at five times the rate of fathers[32].
- Alimony is awarded to women in 97% of cases[33].

Women get lower standards in a whole host of employment or educational opportunities. Colleges and universities make it PAINFULLY clear they prefer women over men. And this says nothing of the constant, nauseous celebration of women at every crack, crevice, and opportunity in society. Media, commercials, the schools, company-sponsored “women’s empowerment conferences,” pink ribbons, the movies, or billboards, women are revered and celebrated ad nauseam to the point that merely being born female is somehow worthy of praise, if not worship.

But what adds insult to injury is when women **still** can't make it with all these incredible advantages, they still somehow blame it on “men” or “the patriarchy.” So that in spite of having every possible advantage given to them in life, the reason they “make less” or “can't afford daycare” isn't the choices they made but because all men are consciously or unconsciously sexist and oppressing women, which is truly insulting and offensive to men everywhere.

“*When accustomed to privilege, equality feels like oppression.*”

Admittedly, all the above is a lengthy, though necessary way to explain that women deserve less. With affirmative action, preferential treatment (both by law and tradition), and our societal worship of women, society is already giving women every possible advantage over men. Therefore, you do not give women even more preferential treatment in your personal lives. And though you're biologically predisposed to want to help women (either out of simple kindness or sexual interest), you should never give women preferential treatment at your expense. You never bail a woman out of her student loans. You never help a single mom pay her rent (you already paid the taxes on that). You never give preferential hiring treatment to a girl over a guy because you want to fuck her. And you never do a girl's homework, auto repairs, carpentry, or computer repairs uncompensated financially.

If women cannot make it on their own with all the advantages society has afforded them, you can't help them. Women deserve less.

CHAPTER 7 – YOU DESERVE MORE. THEY DESERVE LESS.

This book does not call for refusing to help your fellow human if she is a woman. Nor does it call for refusing to work, interact, or socialize with women in society. Instead, it is to prevent you from wasting your resources on the unreciprocated romantic and sexual pursuit of women to the point it *ruins your life*.

There's a difference between helping a woman put on a spare tire and bailing her out of student loans. Marrying her, and buying her a house, only for her to divorce you, take half your shit, take all your kids, and get alimony for the rest of her life. But while that stark contrast may be clear, men still unconsciously blow a ton of time, money, and resources to pursue women, usually at tremendous cost to their own lives.

Think about how much of your life was spent on the direct or indirect pursuit of women. You spend all those years in school and college to make more money to *get the girls*. All those extra hours you work to make the car payment on that fancy car you bought, NOT FOR TRANSPORTATION, but…to *get the girls*. All the nightclubbing, party-going, road-tripping, and socializing you do, ***not*** to hang out with your friends, but ultimately to *get the girls*. And how many years of your life have you cumulatively wasted online swiping on profiles or trying to slide into some e-thot's DM to *get the girls*?

When you add it up, the costs will shock you.

Aaron Clarey's "The Book of Numbers" is the next book you will read IMMEDIATELY after this one. The reason is that he goes into painstaking detail to add up these costs for you. And though every man is different, the average American will spend about $150,000 in CASH EXPENSES dating and pursuing women over their lives. This says nothing about marriage. Nothing about divorce. Just the pursuit, dating, and courting of women. And when you calculate what you'd have at the end of your life had you invested that money in the stock market instead, the price is staggering;

$6.9 million.

The pursuit of women, *not even getting divorced*, costs the average man $6.9 million in lost investments today. And this says NOTHING about what you could have done with all that time had you gotten an advanced degree, worked more, built your own house, or just went away and enjoyed some free time.

This makes it imperative that every modern man guard his resources. Not so much so that he has $6.9 million in old age, but so that he doesn't unconsciously squander his life pursuing women. Women are not stupid. They'll gladly take any free resources, time, money, or attention you'll give them. And given men's disparate sex drive, you'll be biologically compelled to do

so. So two things must be done so every man today ensures he lives his best life and doesn't waste it. He must first identify and take inventory of the resources he has. And second, he must follow a policy or decision process before expending those resources, especially regarding women.

YOUR RESOURCES

Every man has three precious resources: Time, money, and energy. Some have more than others. Some are born into wealth. Others are born with superior mentalities or physiques. But regardless of the cards you've been dealt, these are the only resources you will be given in life. And ALL, *not some*, of your life's failures, successes, and results will derive from how you play them. And so, it is critically important you identify these assets and know when you are being asked to expend them so that you know you are ***investing*** them and not ***wasting*** them.

Time

Time is all anybody has.

The average man has 78 years of life on this planet, and then it's gone. It's over. And from these 78 years of life, everything else will be determined. Whether you went to school for plumbing or political science. Whether you worked an extra shift or played video games. Whether you went to the gym or jerked off to porn. Whether you got a vasectomy or knocked up some baby mama. All of it is determined by your choices in how you spend your time.

But the BIGGEST waste of time in a man's life is women. Not because of the time you'll waste paying off a divorce settlement or going on a date who's just using you for a free meal (though that too). But more so because a man's time equals attention for women, and women are addicted to attention.

Be that wasting 90 minutes a day on dating apps feeding the egos of women across the planet. Be that being a girl's emotional tampon as she friend-zones you and complains about her abusive boyfriend. Or is she just whining on the phone or texting when she has no intention of sleeping with you or dating you? Women have an insatiable desire for attention and will gladly dangle the prospect of sex in front of your face so they can suck away as much of your time as possible.

Young men are particularly susceptible to this. In part because you're horny and blind to whether or not a girl is just using you for attention. In part because the internet provides different avenues in which women can suck away your time. But more so because you're young and think you have all the time in the world.

You don't.

Your youth is the most critical time to invest in your long-term success. Because wise investments of your time today will be the number one determining factor of your success in the future. And the sooner you aim your life at a higher trajectory; the longer your life will have to sail upwards. You may think texting that girl for 5 hours a week is not wasting time. You might not believe swiping right on girls' profiles for 5 hours a week is a waste of time. But 10 hours a week feeding women attention is costing you your future.

Guard your time like it's your life because it is.

Money

Money is nothing more than a physical and exchangeable manifestation of your time. You give up a part of your life in the form of labor, and your employer gives you money in exchange. That money then allows you to convert your time into a tool to buy the goods and services you need to survive. It also provides the investment money you need to fund your retirement.

Since money is your life and a necessary survival tool, it's no joke. It's the most important thing on the planet. So when people say, “it's only money,” they are 100% trying to steal your money because they don't want to earn their own. But it's even more nefarious than that. Because when people ask you to give them your money (for nothing in return), they mean, “*I want you to be my slave for part of your life*.”

This puts the sexes in an interesting and contentious quandary.

Because despite officially being strong and independent, women still ask or expect men to pay for things. This could be something as simple as a date, something as direct as her webcam site, something as insulting as her student loans, or something as ridiculous as helping her pay rent. Some of it is an obvious and malicious attempt to enslave you for her financial gain. But a lot of it could be a traditional woman who wants to be treated as such, and many men might be happy to oblige romantically.

Here men must decide on a case-by-case basis whether a woman is worth their money. In general, men should only be doing dinner dates once she proves herself worthwhile after some coffee or cocktail dates. Under no circumstances should a man pay for a woman's debt, be that credit cards or student loans. Under no circumstances should a man help with a woman's rent or car payment. And you absolutely never donate money to an e-thot for any reason. But if there's a nice girl you've met for coffee before, and she is sincere, paying for dinner and a movie isn't bad.

The real issue is not so much “who pays for the date” but your spending habits. Specifically, *are you pissing away money to*

attract women? A fancy dinner will cost you $100. But a $50,000 car loan at 17% to impress girls will cost you $1,000 a month for seven years. Buying a girl a drink might set you back $10. But attending a flagship college instead of a community college, simply because it has more girls, will cost you $50,000 in extra tuition. Taking a girl to the movies will cost you $20. But maintaining that dumbass designer wardrobe sets you back $5,000 a year. And yeah, it'll cost you $47 to take the girl to the fair. But your Rolex cost you $47,000.

Marriage has no doubt made many men poor. But young men need to stop being stupid with their money. Never piss away your money trying to impress women. Save that money to invest instead.

Energy

"Energy" is the catch-all term for the mental, emotional, psychological, and even caloric resources you put into the pursuit of women. This could be anything like the initial excitement you have when you see a girl you like, the worry that comes with approaching a girl in person, physically helping your girlfriend move, or dealing with the never-ending litany of female crap when you're married. Regardless of the relationship, all relationships take energy. And in choosing to have a relationship with someone, you are going to be required to invest this energy.

But this investment doesn't always have to be negative or costly. For example, the giddiness you have when you meet a girl you really like. The excitement that comes with banging a girl for the first time. The hope is that this girl will be "really cool" and lead to something bigger. These things will energize you more than cost you.

But inevitably, most relationships with women become a net drain of energy. And the reason why is that most women become dishonest. Not out of any malice or ill intent but because they're afraid of violence. In times past, if women angered or even annoyed men, physical abuse could often result.
And so instead of just being honest with a guy and saying,

"*Hey, Honey, I want to get a new car.*"

Women will instead beat around the bush for hours in the hopes of avoiding a direct question/confrontation, yet still getting their way.

"*Hey, Honey, so our current car has about 80,000 miles on it, and the warranty is about to expire. And then it would be really nice to have heated seats which it doesn't have, especially with winter coming up. And I think I saw a speck of rust on the passenger door, and did you know the Johnsons got a new SUV? She said she got a pretty good deal on financing. I guess rates are at 1.7% APR! And you know that I read a report on US News and World Report that says SUVs are safer than sedans by 24%, resulting in fewer fatalities???*"

This indirect form of communication alone will annoy the fuck out of you. Constantly trying to figure out and translate what women want will fatigue the strongest of men (ask a woman what she wants for dinner). But where women's dishonesty really becomes costly is when they don't like you anymore, are using you as an insurance policy as they hold out for someone else, or just outright found someone else, yet don't have the courage to tell you.

This results in a confusing inconsistency between their words and their actions, not to mention a tortured relationship. A girl you were really getting along with suddenly stops returning your calls, cancels on dates, and, if present, acts weird and withdrawn. You ask her what's wrong, and she will say, "nothing." Worse, some will pick fake fights, accuse you of something you didn't do, blow something you did way out of proportion, or even fake mental illness. Some go so far as to throw temper tantrums and threaten to commit suicide. All of this in the underlying hopes you do the hard work of breaking up with her, and not the other way around. And some women just up and ghost you, never to be heard from again, even if you were in a committed relationship. And if you ever see them in public and dare to ask them "what the fuck," she'll immediately claim you're a stalker and need to give her space.

It is this cowardice and dishonesty that costs men the most in terms of their energy: the confusion, the drama, the lies, the bullshit, the crying. If you look back at any relationship you had in your teens or 20s, the problems you had were NEVER what women said they were. It was ALWAYS they found another guy, they got back with their ex, their husband found out, or they just plain didn't like you anymore. And what made this already-confusing situation exponentially worse was you were usually emotionally invested in the girl at some level. A girl may have wasted your time. And a girl might have caused a dent in your wallet. But most men will agree it was the psychological damage their "bipolar ex" caused that was the highest price they paid.

The way to make sure this never happens to you or any man again is to understand two things:

One, know that most relationships are not going to work out. And not only are they not going to work out, but they are also going to be short-lived. Women will move on to a new guy, a better guy, a different guy, their ex, or simply "not you." It might take a week, might take a whole year, but **KNOW** that most of your relationships will end as she moves on.

The second thing to know is one of the key tenets of Buddhism – that desire is the source of all suffering. In desiring women, men pin their happiness and contentment on attaining one. But, as any young man's dating experience will tell you, "*She's not yours. It's just your turn*," meaning you are pinning your happiness on something fleeting and outside your control. This doesn't mean that you should somehow eliminate your desire for women (you

can't, it's hardwired into you). But your desires should be tempered by reality. So *when* (not "if") she starts acting up, ghosting, flaking, or otherwise, you are not confused. You are not overly emotionally invested, nor do you have any unrealistic hopes or dreams for a future that can be dashed. You calmly and stoically accept she has moved on and ended the relationship, with minimal psychological energy wasted over an outcome you didn't control, simply because you never invested that much energy in the first place.

A woman needs to *prove* herself to you before you care. Only invest your energy once she does so.

POLICIES

In an effort to protect your resources and, consequently, your life, it is good to have a couple of rules or "policies" to follow. Not necessarily because having discipline is a virtue, but having rules helps you make good decisions when your thoughts or emotions are compromised to the point you're about to make some really bad ones. And it's safe to say most of the men's *really bad* decisions revolve around girls.

We could come up with a limitless number of "do's and don'ts" rules (don't marry, don't date single moms, never pay for a girl's student loans, etc.), but it's better to follow an overall philosophy that addresses every situation you'll run into as opposed to one-off instances. And the best way to do this is to approach women from a cost-benefit analysis where you lay out all the information you have in front of you so you can make a reasoned, rational, and above all else, unemotional decision. And what you'll find is being this disciplined will not cost you much in terms of success, but it will definitely save you a ton of resources when it comes to losses.

There are five rules or questions you should answer before you commit any resources towards your pursuit of a woman.

Who is the beneficiary?
What are my costs?
What are my opportunity costs?
What is the realistic chance of a return on my investment?
When I consider all the above, is this worth it?

In asking, "Who is the beneficiary?" you are trying to figure out who is really going to benefit from your investment. Be honest with yourself. While your intention to get with a girl is obviously for your own benefit, 9 out of 10 times, it will be the girl who benefits at your expense, or, perhaps, nobody benefits at all, but it still comes at your expense.

A perfect example is one every young man faces today – rent. Rent is stupidly expensive. But to get laid, there is a huge push

for men to rent their own place so they're not “living at home.” But think about that. You're going to spend ***$2,000 a month*** just to prepare for ***the chance*** you bring a girl home one night? And not just $2,000 a month, but $2,000 a month for years and years on end?
In the end, you will blow $240,000 in 10 years on rent, which is enough to finance a retirement.

This isn't to say men should be living at home until they're 30. There are other reasons to move out on your own. But especially when you're younger and just starting out, wait to sign a 12-month lease at $2,000 a month. Rent a hotel room on the rare occasion you get laid. The only person benefiting otherwise is the landlord.

The next question you need to ask is, “What are my costs?” And not just in terms of money but also in terms of time and energy. Here you will rarely find something that costs you “just money.” Say you decide to buy a girl some flowers. There is the explicit cash expense, but there is also the time you had to work up the money to pay for them, not to mention the 30 minutes it took you to go to the florist and buy them. Or say you help a girl with her homework. It may not cost you money, but it definitely costs you hours of your time. Or perhaps you're on a date. There are the explicit cash costs, the three hours of your life you're never getting back, but there's also the mental energy you must expend tolerating her dull and stupid conversation about her going-nowhere non-profit career.

What's shocking when you add up all these “small things” is just how much women cost you in terms of time, money, and energy. Everything from doing favors for women, going on dates, buying them things, or just enduring a dumb woman's painful conversation, is a “death by a thousand cuts” price you'll pay that is on par with a man paying for a divorce settlement. Always be acutely aware of what you are paying in terms of **time, money, and energy**, no matter how small the transaction is.

Then there are “opportunity costs.” Specifically, “What could I have done with my time/money/energy otherwise?” And this is the *true cost* to men.

There is the $6.9 million figure from Aaron Clarey's “The Book of Numbers” that estimates the total opportunity cost men pay for their pursuit of women. But when it comes to individual instances of choosing to spend resources on a girl, you must calculate what you could do with your resources otherwise individually.

A girl wants you to come to her birthday party at a nightclub? Fuck that. That's four hours of your time, $20 in cover charges, $40 in gifts, $20 in drinks, $10 in parking, and three hours of mental pain tolerating loud music, all to watch her soak up attention and not fuck you at the end of the night anyway.

What could you have done instead with those four hours and $90?

You could have worked and made another $100. You could have chilled at home or with your buddies. You could have studied and improved your skills, which boosts your wage. You could have repaired your car. You could have just taken that money and treated yourself to an exquisite meal you would have never afforded otherwise.

The real point here is just how much men DRASTICALLY underestimate themselves and what they can achieve in life. Take a look outside and look at everything that has been built, invented, created, and manufactured. That was created by men. This doesn't mean you are the next Andrew Carnegie or the next Bill Gates, but it does mean you could be a senior software engineer or a CPA, or a man who has his house paid off. But all that assumes you're smart enough to invest in yourself instead of frivolously chasing some thot at a nightclub.

The next question is an unemotional one - “What is the realistic chance of a return on your investment?” Or, more specifically, “Does this girl really like you?” Here you need to be completely honest with yourself and not ask what you'd like, but ask what is.

The truth is most men are somehow negotiating, cajoling, convincing, or otherwise tooth-pulling a girl to like him. It is arduous, frustrating, vexing, and an all-around pain in the ass. And the reason why is that deep down inside, most girls aren't into most guys. This results in several common situations that nearly every man is familiar with. Examples are the disinterested girl who sits there on dates and expects you to do all the entertaining and talking. The girl you're texting who occasionally responds to texts, but lackadaisically so. The girl who agrees to go on a date with you, only to flake at the last minute. Or the girl you finally get back to your place, only for her to sheepishly say she doesn't want to have sex, but it's OK if you cuddle.

Here it pays to follow the axiom of Rollo Tomassi:

“*Desire cannot be negotiated.*”
-Rollo *Tomassi/The Rational Male*

A girl either likes you or doesn't. And it is critically important you accurately ascertain that about every woman you're interested in. Because if you don't, the eternal hope and optimism that is your male sex drive will assume she does, forcing you to piss away an ***incredible*** amount of time, money, and energy on a girl who doesn't.

Be honest with yourself. Critically and honestly, ask yourself, “does this girl really like me?” And if she doesn't, do not try to convince her otherwise. Accept that she doesn't like you and

move on to a girl who does. That girl will ensure your investments aren't wasted.

The final question you need to ask yourself is, “Is this all worth it?”

When you assemble the unemotional facts and lay them out empirically before you, is what you're paying and giving up worth what you are likely to get? And while your heart or your hormones may want one thing, you need to use your brain to answer this question. If you're honest with yourself, most of the time, you will conclude it is not worth the investment. Nine out of 10 times, your efforts in pursuing women are usually just a waste of time and you're usually better off investing those resources into yourself.

But this doesn't mean you are going to have any less success. As a matter of fact, quite the opposite. Because what you're really doing is cutting your losses. And in cutting those losses, you will ensure you save those resources for yourself. And you'll be amazed by what kind of man you will become if you reinvest those resources into yourself. A man so amazing, you'll be shocked with how much more success you'll have with women.

Reserve those resources for women who deserve them.

It cannot be said enough.

You deserve more. Women deserve less.

CHAPTER 8 – PUTTING IT ALL TOGETHER

For the first time in human history men face a problem they've never faced before - women no longer need them and, for the most part, don't want them. This is a more significant problem than it initially seems because if you think about it, life's whole point and purpose was to get together to create future humans. Sure, long term, the human race may have had the ultimate goals of discovering god, achieving immortality, or having complete and total knowledge of the universe. But since we are mortal, and most humans don't have the intelligence of Albert Einstein, the one thing in life all men and women had was each other and the love from any families we might have formed. Unfortunately, an increasing percentage of women would prefer to throw this away, chasing a life of materialism, feminist/socialist religions, careers, and ultimately themselves. But this leaves an equal percentage of men facing the same question. If not women, if not children, then what?

While this may sound like a tricky philosophical question, it's not. Because without women or children in your life there is only one thing left to live for – yourself. And this has been the whole point of this book. Since modern women don't care to reciprocate the interest and investment men have in them, then women deserve less of your time, money, and energy. But by default, it also means your life is the only thing to invest those resources in. Meaning you have to live for yourself ultimately. Meaning, absent family, what will you do with your life?

This is the most challenging question facing every man alive today. Men have never been in this situation before as most men's lives were sacrificial and dedicated towards their wives and children. So for the first time in history men have to myopically and selfishly live for themselves. But while women have made the answer pretty clear to "*What do you live for?*" The answer is "*Yourself.*" The much harder question is, "*Absent family, how do I live for myself? What do I do in life to give it purpose, meaning, and value? What should I do with my life if I live for myself?*"

That is the essential question facing every man today and the one you need to answer before continuing down whatever path you're on.

"CHASE A CHECK. NEVER CHASE A BITCH."
- FUTURE

While nobody can tell you how to live your individual life, there is one rule to follow. Make it count. Do not squander it. Take your life to its absolute limit to accomplish the maximum before it's over.

But this is asking a lot of modern-day men, most of whom have been completely demoralized. They've had an essential thing in

life taken away from them. They're blamed for all of society's problems. Employers and society actively discriminate against them. And most of today's women are unfeminine, overweight, and often downright hostile toward men. So your average man has no reason to get out of bed in the morning. But there are many compelling reasons to set down the pot, get off your ass, get out of bed, and make the most of your life, even if most of society seems against you.

First, whatever failures you've had with women, you will not have those failures in life. And the reason why is that while you cannot control women, you can control life. By investing your time, energy, and money in yourself, you guarantee a better life for yourself down the road. Whether earning a STEM degree, going to the gym, teaching yourself how to code, or starting a business, your primary interest is you, and you will therefore be the primary beneficiary of those investments. But women rarely have your best interests at heart. Their primary interest is themselves, not you. So it's more of a ***risky gamble*** when it comes to spending resources on women, while investing those resources in yourself is a ***wise investment***. So for once in your life, invest in yourself ***as much* OR MORE** than you've invested in women. You'll be shocked at how much easier and better life gets.

Second, your misery will end. Society is correct in mocking and ridiculing the brokies, soyboys, fat asses, and incels of America. A life of living at home, collecting government checks, high on pot, drunk on booze, where the peak of your day is cumming to some internet porn, is no life at all. And this says nothing of the mental torture that lifestyle has to be.

This is what it's like living that mental nightmare: Your only purpose in living is getting to the next hit from an antidepressant, to a shot of booze, to orgasm over a camwhore, to winning a video game, to a dose of Adderall, to stuffing your face with fast food, to some sleeping pills, where your life mercifully ends as you fall asleep…only to wake up the next day to start that horrific shit all over again. So why live that life at all?

This is not a call for suicide but for you to end that miserable life by simply choosing to live a better one. So remove girls from the analysis and just focus on yourself. Won't you feel better going for a walk? Won't you feel better if you have a job? Any job??? Won't you feel better if you have a place to go, a skill to study, a trade to master, and some life goals to accomplish? I get it. Everything that gave men purpose and reason to live has been taken away. But you, at minimum, have yourself. And you owe yourself a life better than being a porn-addicted welfare bum whose peak accomplishment in life was qualifying for disability.

Third, revenge.

Seeking revenge is usually a waste of energy. It takes resources away from improving your life so that you may hurt or slow

down others. But there is a much better and more productive way to get revenge: living a great life.

Just look at all the hate Andrew Tate got. This “Tate Hate” didn’t hurt Andrew, but it did hurt all the right people who hated seeing a strong, good-looking, successful man enjoying his life, living how he wanted to, and not giving a single fuck what they thought otherwise. By being a superior man with an exceptional life and an excellent income, you piss off everyone who has been brainwashed to hate you or blame you for their problems. You make them jealous, ruin their day, and your existence CONSTANTLY reminds them they are responsible for their shitty lives. You piss off the precise, exact people you want vengeance on, but not at the expense of improving your life.

Understandably, you want your pound of flesh out of society. But what does society hate more than a successful, wealthy, happy male? Accommodate their hate by becoming one.

Fourth, you're going to die.

Harry's life was utterly wasted. It was, by every definition, a tragedy. But is the life you've lived so far any different?

How many of you have wasted your youth chasing women? How many cumulative work weeks, if not work years, have you wasted paying women attention online? Did you spend 19 years in school getting a Master’s degree for yourself or pussy? Did your wife get fat or cut off the sex? How many of you are looking at a realistic chance of divorce in your marriage right now? And given this costly and unsuccessful track record, if you continue chasing women, won't you end up just like Harry?

Life is too short to be standing in a loud nightclub trying to chat up some disinterested girl. Life is too short for you to be going to med school to get some pussy. And life is way too short for you to be enslaved for half of it because you signed a marriage contract. This book can't tell you how to live ultimately. However, a life of mountain biking, fishing, reading, boxing, race car driving, motorcycling, boating, swimming, traveling, adventuring, podcasting, and playing chess is a much better life than one of trying to seduce a girl at a bar or getting divorced from her four years later.

You got way more important shit to do than chasing pussy before you die.

THE IRONY

Then there is a fifth and ironic reason you should invest in yourself, not women.

Imagine what putting effort into the life detailed above would look like. And I'm not talking about Dr. Jordan Peterson's “step one” accomplishments like making your bed or getting a job.

Imagine what life would look like if you invested as much into yourself as you had women.

First, you'd likely be in very good financial shape. Instead of going to house parties or drinking "in the dorms," you'd be studying, getting good grades, and in an employable subject, no less. You might have even been smart enough to join the military to have your schooling paid for with the GI Bill. So when you got out at 24, you'd have a Bachelor's in Electrical Engineering, no student loans, and maybe even some money saved up. Your first job offer would be for $60,000, and 6 years later, at 30, you're a senior engineer at a reputable firm, bringing in $110,000. And over that time, you'd have saved up enough for a down payment on a modest home, of which you'd have built up $200,000 in equity over the years.

Second, you'd likely be in great physical shape. With stable finances, you'd have the money to afford quality food and a gym membership. But more importantly, you'd have the time to hit the gym regularly and pursue your hobby of mountain climbing on the weekends. You may not be Schwarzenegger shredded, but you'd be in great shape and neatly fill out your clothes.

Third, you'd be professionally accomplished. Your degree is no joke, your job would be very important, and you'd probably belong to some professional organization. People would ask what you do, and you'd say, "*I'm a senior electrical engineer at the XYZ Corporation*," which would command respect and raise some eyebrows. And your membership in the "Electrical Engineers Association," where you do the books for the local chapter would add further gravitas to your reputation. People won't be asking for your resume at parties, but they will talk about you in social circles, further enhancing your reputation.

And finally, you'd have some life accomplishments under your belt. You're now a Captain in the National Guard as you stuck around the military after your degree. Unlike all your Zoomer peers still living at home, you're a homeowner and not begging for a student loan bailout. You climbed several mountains and can tell harrowing stories about mountain hiking adventures. And you just recently qualified for the Chess Master Regionals, which will be held in Omaha, Nebraska, a place you're looking forward to visiting.

Now, if you reread the above, you will realize that you didn't spend a single nanosecond chasing a girl. But when you take all those accomplishments, put them into one man, and present that man to a woman, **THAT is *the guy she is going to want to date*. That is the man women want.**

Women do not want the 24-year-old drunk guy at a party who secretly lives at home as he tries to pay off his student loans from his "Business Administration Degree." They do not want the skinny-fat soyboy who avoids the gym like the plague and compensates by agreeing with all women's Marxist and feminist talking points. They don't want the Adderall-addicted millennial

who did nothing to improve his life while desperately searching for a girl to give his worthless life meaning and purpose. They are looking for a man who lives for himself, has his meaning and purpose, and never invests a second of his time chasing girls that he could have invested in himself.

This is the ironic silver bullet of the red pill. In choosing to pursue your interests over women, you will dramatically increase your chances of success with women. While those who put women at the center of their lives never make the investments in themselves that are necessary to become the man women want. And so when it comes to answering the most important question facing men today – what do I do in life - there is no question. All men must choose to pursue their own lives as it not only ensures you do not squander it, but it also has the side effect of being the single most effective thing you can do to attract women.

And that is the lesson to learn from all of this. Always chase a check, never chase a bitch.

Once again, women deserve less.

WOMEN'S "TINDER SWINDLER" DELUSION

Though how to live life is a foregone conclusion, your expectations of success with women must be tempered by their delusion, even if you become an accomplished man. Because while you can and should become the best version of yourself, that does not guarantee success with women. It merely increases it. And here, we can take a lesson from the "Tinder Swindler."

The "Tinder Swindler" was a con man who conned several women for an estimated 10 million dollars. He did this by posing as the billionaire heir to a diamond company and living the corresponding lifestyle. Naturally, this attracted many women, some of whom he convinced to lend him large sums of money as he would be "held hostage" or "attacked" by nefarious enemies who were attempting to hold him for ransom. His act was so convincing, and women so desperate to believe they found their *very own billionaire diamond heir prince*, they would empty their bank accounts, only for him to ghost them.

But the real lesson to learn from the "Tinder Swindler" is not how this man conned women, but the truly average women he conned. These were not voluptuous, gorgeous, early 20-something models at the peak of their physical beauty. These were post-prime women in their early 30's who, though not ugly, were nowhere near "billionaire-diamond-conglomerate-heir-prince-worthy." Solid 6's and 7's, but not 9's or 10's.

This tells you just how delusional modern women are regarding their expectations of men. The women the Tinder Swindler swindled were attractive but still common. One in 5 women in the population were as pretty or prettier than them. But it was when a BILLIONAIRE DIAMOND HEIR offered them a flight on

his private jet that they were willing to settle—a literal top 1% man. And you could tell they were holding out for "Mr. Perfect" in their early 30s, well past their prime.

This is something you need to remember when you become an electrical engineer homeowner who's a Captain in the National Guard, hikes mountains in his free time, and is the chess champion of Lancaster County. You easily beat out all the liberal-arts-majoring incels who live at home and can't find a job because they suffer from "social anxiety disorder." But you can't beat out the guy society and Disney has convinced every American woman they're entitled to. Most women won't settle for anything less than their government-promised Disney Prince, invoking Rollo Tomassi's quote once again,

"Women hate Beta males so much they will borrow $100K and spend 4-8 years in college to get a degree they'll never use to qualify for a soul-crushing 'career' in corporate America to avoid marrying one."

It's sad, but most women would rather remain single if they can't have their Disney Prince.

A TOP 5% MAN

But as a thought experiment, let's say you theoretically became this fairyland Prince. You became an authentic billionaire diamond mogul. When you enter this league of men, something fascinating happens—the laws of dating change. The laws of dating pretty much get flipped on their head. Because you are no longer a "Ward Cleaver 8" trying to convince "Suzie 7" to reschedule the date she flaked on last week. You're the male stripper fucking the bride-to-be at her bachelorette party. You're not the reliable CPA negotiating with a girl to have dinner with you. You're the surgeon-millionaire-playboy who takes the girl he met at the gym home and fucks her that afternoon. And you aren't the stable plumber who maintains a good house, but you're the drug dealer who gets girls into all the parties while they blow you under the table. The script flips. Women do ALL the work. They do all the chasing. They incur all the costs. At the same time, all you have to do is put in the extra work to become a top 5% man.

This presents men with the ***real*** choice when it comes to women.

Do you want to put in that extra effort to become a top 5% man? Are you willing to work to become a literal 10 on a 1-10 scale? Because while it's already a given you're going to become the best "Ward Cleaver 8" you possibly can be, that won't achieve the critical mass needed to flip the script and have women do all the work.

So the specific calculation men need to do is measure the following:

"Is the extra work I must put into improving myself from an 8 to a 10 less than the work I'd spend chasing women as an 8? Is it worth getting shredded at the gym so I don't have to spend six years earning a Master's degree? Is it worth busting my ass off 80 hours a week, so I don't have to deal with flakey bitches wasting my time?"

The answer to this will depend on each man.

If you want women in your life and you can't see yourself living without them, you are compelled to become the next Justin Waller. On the other hand, if you're 27, have dated your fair share of women, and are tired of all that shit, then maybe you'll ditch the high-paid corporate career and backpack around the world. Or perhaps you're a "Ward Cleaver 8" who wants to settle down and have some kids and is OK hooking up with a 5 so she dotes on your every word, giving you the least amount of grief. It's your life and consequently your choice.

But since every man is hardwired to want women, KNOW that unless you put in the effort to become a "Top 5% Man" and flip the script, you will always pay the price when it comes to women.

You will always be negotiating.
You will always be chasing.
You will always be pulling teeth.
And it will always be a pain in the ass.

So if you want women in your life, ensure you become the man they chase. Life is just too damn short otherwise.

THE TOM BRADY GAMBLE

Briffault's Law states:

"The female, not the male, determines all the conditions of the animal family."

And while it is usually cited to explain that women determine if sex occurs, it can apply to other aspects of relationships—for example, happiness.

Take the time to sit down and count the number of truly happy couples you know. You'll be able to count them on one hand. But when you divide those 3 or 4 couples by the TENS OF THOUSANDS you've known and met, you'll see just how rare it is for a couple to be happy.

But the one thing that stands out most with happy couples is how the woman adores her man.
She is always beaming with happiness, looking at him with loving eyes, hitting him in his chest when he makes his stupid jokes, and hinges on his every word as she's always by his side. Meanwhile, the man always has a knowing smirk confirming it all. This is merely further proof of Briffault's Law. Except it is not the woman determining whether sex will occur, but whether or

not she will be happy, and by consequence, whether the relationship will be a happy one (as most men will be happy with any sweet, kind woman who stays in shape).

Sadly, this shows how rare it is for women to be happy with the man they got or their relationship. This could be due to the propaganda that they're entitled to a top 5% man. This could be their natural hypergamous nature, always looking for a better man. But it is also the likelihood that women never liked men that much in the first place and were never happy being married to one, either today or in the past.

This presents all men with a very important question.

Let's say in some mythical world we all become the top 5% of men. We're all millionaires with exotic backgrounds, great physiques, and everything women wanted. But the sad truth is even this may not be enough because it's so statistically rare for women to be happy in relationships. And so the paradox or risk men face is they put in all this effort to be the best man possible, and then go beyond that to turn themselves into a top 5% man, only to get divorced or have a girl leave him anyway…***just like Tom Brady***.

This is the "Tom Brady Gamble."

There is simply no man on the planet like Tom Brady. He is the winner of 7 Super Bowls, has a net worth estimated at $250 million, incredible looks, incredible physique, enviable charm, and the fucker is still playing in the NFL in his mid-40s. There is nothing else this man could do to make himself more attractive. Yet Gisele still divorced him because, no matter what the reason, she wasn't happy. If Brady had read this book and had red pill awareness, he would have given Giselle less, and she would stay in line.

Tom Brady isn't the only person to lose the "Tom Brady Gamble." There's Brad Pitt, Jeff Bezos, Bill Gates, Jason Mamoa, and (though not divorced yet) Sylvester Stallone and Will Smith. The list could go on. This shows putting in that extra effort to attract women guarantees nothing. We all face the same abysmally low chances of happiness in our relationships. So why would we go "above and beyond the call of duty" to become a Tom Brady only to lose it all in the end?

THE STRATEGY

Men need to follow a strategy that allows them to live their best life possible while allowing for one of those preciously rare "happy couple" relationships to form, but ensures you don't waste your life losing the Tom Brady Gamble. We already discussed some specific rules you should follow in Chapter 6 (never get married, never bail a woman out, never let her avoid the consequences of her choices, etc.). Yet robotically following rules will only protect your money and resources. You need to understand the philosophical underpinnings of a strategy as

that will protect what is likely more important - your emotional health and sanity.

Thankfully, the strategy men should follow is relatively simple. It doesn't pull from all the cutting-edge thoughts and philosophies of red pill philosophers. Nor does it require a great, deep psychological dive to understand.

It is one simple principle:

Align your expectations with reality.

Revisiting Buddhism, desire is the source of all suffering. And men desire something most women are incapable or unwilling of. And so even though it goes against every cell of genetic programming in your body, you must accept this reality simply because it is reality.

- Women don't like men that much.
- Most women are not capable of being happy in relationships.
- If you wish to have any success with women, it will take an excessive amount of work, so much work it might cost you your entire life.

These are non-negotiable facts you must accept.

But there is some hope.

Because it is also a fact that you should live your life in your best interests, and in living your life in your best interests, you will dramatically improve your chances of success with women. And if you're willing to go the extra mile, you can become a top 5% man, flipping the script and making them chase you. But once you do that, once you become the absolute best man you can be, there is nothing left for you to do. And in there being nothing left for you to do, you can forgive yourself of any obligation, responsibility, or guilt because, at that point, all relationships are the responsibility of women.

Let's state that again, so you listen.

ALL RELATIONSHIPS ARE THE RESPONSIBILITY OF WOMEN.

Men are conditioned to think we have to control everything. We have to account for every variable, influence every outcome, and are ultimately responsible for all results.

But we're not. And we're not, ***especially when it comes to inter-sexual dynamics,*** because there's a whole other human being at the other end of this negotiating table – women. Women have their own thoughts, sentience, choices, agency, and responsibility. And while women will move mountains to avoid agency and responsibility, it still doesn't change the fact that *as long as you do your best, as long as you become the best man you can become*, ***you are no longer responsible for the outcome of this or***

any other relationship. That responsibility is now squarely laid at the Briffault feet of women, and you no longer have to worry about it.

When you stoically accept that women have an equal responsibility in all relationships, this not only liberates you from any further obligations you have to women, but also allows you to see modern-day relationships for what they are – a calculated risk. And once you have done all you can to mitigate those risks, there is nothing more to do. It is now up to the women to accept you or not. But if you are smart enough to align your expectations with reality, abandon hope, and know the statistical chances of women contributing positively to your life, you no longer pin your hopes and happiness on women's acceptance and approval. Instead, it forces all women to prove themselves worthy of you because you have the realistic expectation she will fail. You have the realistic expectation she will divorce you or monkey branch to an even better man. Your expectations align with the reality that she will be a whiny, dramatic, insufferable pain in the ass who will likely get fat as she ages. And until that girl proves she is the starry-eye girl who adores you and will make your life infinitely better, there is no committed relationship. You are not taking The Tom Brady Gamble. Maybe have some sex. Maybe go on some dates. But you make no emotional investments in the girl. It is just your turn until *she proves otherwise*. Men are always the gatekeepers of commitment.

This strategy of living your best life while forcing women to prove themselves to you will give you the best chances of success with the least amount of risk. But the key to following this strategy is to align your expectations with what women are capable and incapable of. And once you stoically accept what you do and do not control, you will eliminate any unrealistic expectations, allowing for a more productive, peaceful, and enjoyable life. Your life should be very much like a weather forecast you cannot control, but make the best out of:

"*Excellence, with a chance of tail.*"

And that's about the best one can hope for in life.

CHAPTER 9 - RESOURCES

"Why Women Deserve Less" is merely a book meant to introduce men to the modern dating world and provide them with some key bits of guidance on navigating it. It is by no means a comprehensive work, as it has pulled vital and critical components of wisdom from a wide array of authors, content creators, philosophers, and authors. While "Why Women Deserve Less" is a good first step in learning how to navigate today's mentally ill dating world, you must read or familiarize yourself with other people's works as they have not only laid the foundation that made the "Red Pill" possible, but their expertise in different fields such as finance, psychology, biochemistry, law, sex, etc., will help you optimize and perfect these aspects of your life. The gentlemen below are ***ALL considered mandatory***.

Aaron Clarey

Aaron is the resident finance and economics expert in the red pill community. Most of his books center around personal financial management, specifically ensuring you invest in yourself and not uninterested women. His books include:

The Book of Numbers: Analyzing the ROI on the Pursuit of Women – The best and only cost-benefit analysis conducted on women. It puts a literal financial price tag on what you pay to pursue women and, in painful-truth detail, calculates your chances of success.

The Menu: Life Without the Opposite Sex – Half of the marrying-age women are forecasted to never marry by 2030. That also means half of the men will never be married too. Without each other, people will have to find a reason to live, and Aaron came up with a "menu" of things that will give people purpose, meaning, and reason to live. This book is an absolute must if you are trying to figure out what to do with your life.

Bachelor Pad Economics – Largely considered the "personal financial management bible for men."
You can't live a good life if you don't have your financial act together. So read this book and stop being poor.

Rollo Tomassi

Rollo is affectionately known as "The Godfather of the Red Pill." This is because he wrote what is largely considered the founding book of Red Pill philosophy - "The Rational Male." Rollo's expertise is understanding the inter-sexual psychology of, and dynamics between, men and women. Or in other words, he understands women. He has a suite of books under the "Rational Male" brand, as well as a top-rated YouTube channel, but the two books you must read are:

The Rational Male – A ground zero, thorough explanation that explains male and female psychology. It goes into tremendous, but clear detail as to what motivates women, what incentivizes them, why they do certain things, and how that relates to men. This single book will remove any confusion you have about women and is the only book on the market that explains them.

The Rational Male: Preventative Medicine – A chronological timeline of what every man can expect at different ages in his life regarding women's behavior, motives, and incentives. It equips every man to know what to expect out of women at every stage of his life and theirs.

Troy Francis

Troy is the foremost authority on dating, approaching, day game, and in-general, talking to women. He offers a suite of services including online and in person coaching, in-field training, books, and seminars. Because of the wide array of services he offers, there is likely a product that fits your specific needs when it comes to talking to women. Consider reading one of his books or booking a consultation with him. You can find Troy at:

https://realtroyfrancis.com/

Donovan Sharpe

Donovan is the official "girl whisperer" of the Red Pill community. His expertise is translating what women say into English. This is important because women are rarely, if ever, honest and direct in their communications with men. This indirect communication not only confuses men, but makes progress with women incredibly slow, frustrating men even further.

If you wish to avoid this frustration and would like to drastically increase your chances with women you need to understand their language. And Donovan offers e-books, seminars, and one-on-one consultations that offer precisely that. You can find Donovan's library of services here:

https://tsracademy.com/

Stirling Cooper

Stirling is legitimately the world's #1 sex coach for men. And while such a claim would imply a little exaggeration, it is 100% fact. Stirling is the best sex coach for men in the world simply because he's the only professional porn star offering such services.

While he isn't necessarily someone you'd tell your mom about, sex is the single most important underlying aspect of all relationships. Because if you cannot sexually satisfy women, you will not be successful with them. Stirling's work ensures you are by addressing every aspect of sex from performance anxiety, seduction, sexual dominance, and literally lasting as long as a porn star.

You can find Stirling's services here:

www.stirlingcooper.com

THE END

RESEARCH CITATIONS AND RESOURCES

1 https://www.cdc.gov/nchs/data/dvs/national-marriage-divorce-rates-00-20.pdf

2 https://btlfamilylaw.com/divorce-statistics/

3 https://www.thejimenezlawfirm.com/why-women-initiate-divorce-more-often-than-men/

4 https://www.irwinirwin.com/why-do-women-initiate-divorce-more-than-men/

5 The Book of Numbers: Analyzing the ROI of the Pursuit of Women - https://amzn.to/3U2eI8A

6 The Book of Numbers: Analyzing the ROI of the Pursuit of Women - https://amzn.to/3U2eI8A

7 https://datacommons.org/place/country/USA#

8 How Not to Become a Millennial: https://amzn.to/3XmShOB

9 https://brianamacwilliam.com/millennial-gen-z-dating-statistics/

10 https://www.washingtonpost.com/business/2019/03/29/share-americans-not-having-sex-has-reached-record-high/

11 https://psmag.com/environment/17-to-1-reproductive-success, https://archive.nytimes.com/tierneylab.blogs.nytimes.com/2007/08/20/is-there-anything-good-about-men-and-other

12 https://www.psychologytoday.com/us/blog/the-passion-paradox/201206/the-ins-and-outs-sexual-frequency

13 https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6391653/

14 https://ifstudies.org/blog/the-porn-gap-gender-differences-in-pornography-use-in-couple-relationships

15 https://prostitution.procon.org/questions/how-many-prostitutes-are-in-the-united-states-and-the-rest-of-the-world/

16 https://www.sciencefriday.com/wp-content/uploads/2016/04/gender-differences-in-receptivity-to-sexual-offers.pdf
17 https://web.archive.org/web/20091121080804/http://blog.okcupid.com/index.php/2009/11/17/your-looks-and-online-dating/
18 https://economictimes.indiatimes.com/magazines/panache/the-math-behind-dating-apps-women-like-only-4-out-of-100-profiles-men-more-likely-to-swipe-right/articleshow/75736043.cms?from=mdr
https://review42.com/uk/resources/tinder-stats/
https://medium.com/heart-affairs/tinder-has-stats-of-your-swiping-progress-lets-learn-from-other-people-s-data-4-examples-18400c2020c0
19 https://www.globaldatinginsights.com/news/this-study-reveals-how-men-women-behave-on-tinder/
21 https://www.agilitypr.com/pr-news/public-relations/exploring-gen-z-womens-new-perspectives-on-life-career-injustice-social-media-and-brands/
20 https://www.cnbc.com/2018/06/25/study-single-american-women-say-career-is-priority-over-having-kids.html
22 https://www.amazon.com/Worthless-Young-Persons-Indispensable-Choosing/dp/1467978302
23 https://www.bls.gov/opub/ted/2015/time-spent-working-by-full-and-part-time-status-gender-and-location-in-2014.htm
24 https://statusofwomendata.org/explore-the-data/employment-and-earnings/additional-state-data/part-time-and-full-time-workers/
25 https://www.dol.gov/sites/dolgov/files/OASP/evaluation/pdf/WHD_FMLAGenderShortPaper_January2021.pdf
26 https://journals.sagepub.com/doi/10.1177/0730888405284568
27 https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6070205/
28 https://visme.co/blog/wage-gap/
30 https://onlinelibrary.wiley.com/doi/abs/10.1111/roiw.12165
29 https://atavisionary.com/how-expensive-are-women/
31 https://www.bustle.com/p/millennials-spend-average-of-10-hours-a-week-on-dating-apps-survey-finds-but-heres-what-experts-actually-recommend-8066805
38 https://www.euractiv.com/section/economy-jobs/news/eu-parliament-passes-directive-on-gender-quotas-on-corporate-boards/
34 https://www.scholarships.com/news/female-only-scholarships-under-fire-in-higher-ed
35 https://www.nerdwallet.com/blog/loans/student-loans/4x-scholarships-women/
36 https://www.scholarships.com/financial-aid/college-scholarships/scholarships-by-type/scholarships-for-women/
37 https://www.scholarships.com/financial-aid/college-scholarships/scholarships-by-type/scholarships-for-men/
32 https://daddygotcustody.com/fathers-win-full-custody/
33 https://www.marseelaw.com/gender-and-alimony-who-gets-it-who-pays-it-whats-changing/

Salafi Publications

Minor Signs of the Day of Judgement

Abū ʿIyāḍ Amjad Rafīq (حفظه الله)

- The obligation of believing in everything that is authentically reported from the Messenger (صلى الله عليه وسلم), whether we understand it or not.
- The purpose/benefit of knowing the signs of the Hour.
- A mention of some of the minor signs of the Hour:
    - The slave girl will give birth to her master.
    - The naked, barefooted, destitute herdsmen will compete with each other in building lofty buildings.
    - People will be given positions they are not fit for.
    - Knowledge will be lost/removed and ignorance will be widespread.
    - The abundance of killing.
    - Alcohol/intoxicants will be drunk and will be given a name other than their true name.
    - Abundance of zinā (fornication).
    - Men wearing silk.
    - Making lawful musical instruments and singing.
    - Making lawful the freedom to commit zinā (open promiscuity).
    - People will take female singers.
    - Al-Khasf, al-Qadhf and al-Maskh.
    - Emergence of obscenity and evil use of the tongue (foul language).

- Cutting of the ties [of kinship].
- The liar is treated as truthful and the truthful person is treated as a liar.
- The mosques being taken as places for visiting.
- Sudden death.
- General tribulations: knowledge being removed/withheld, increase in earthquakes, emergence of tribulations, widespread killing.
- Knowledge will be sought from the aṣāghir (lesser/lowly ones).
- Years of deception.
- The Ruwaybiḍah (a foolish person who speaks on affairs that affect everyone in society) will speak.
- People will only give salutations to those whom they know.
- A person will not be too concerned with lawful sustenance.
- The various markets will merge.
- The people will compete in building mosques and mutually boast with each other about the beauty and embellishments in these mosques.
- A person will wish to see the Prophet (صلى الله عليه وسلم) due to the widespread tribulations that will be present.
- The religion will become very strange.
- Stinginess will be thrown into the hearts of the people.
- The people will kill each other for no apparent reason.
- The number of police will increase.

- A man will be put forward to lead the prayer not because he is the most knowledgeable but because his voice is the most beautiful.
- People will take the Qurʾān as amusement.
- People will be able to buy whatever judgement they seek (bribery).
- The honour/sanctity of blood will become meaningless.
- A woman will partner with her husband in trade/commerce.
- The noble, upright people will be put down and humiliated and the lowly, ignoble people will be raised.
- A person will wish/crave for death due to widespread tribulations.
- The land of the Arabs will return to being green pastures and rivers.
- The people will commit open fornication in the path like donkeys.
- A man will pass by a masjid and not pay two rak'āt within in.
- A man will arise in the morning as a believer and reach the evening as a disbeliever, and a man will reach the evening a believer and arise in the morning as a disbeliever, and people will sell their religion for a portion of the world.
- The swallowing of an army by the earth.
- People will increase in eagerness for the world and increase in distance from Allāh.
- People will kill their relatives and neighbours.
- The intellects of the people will be removed. Many of them will think they are upon something yet they are upon nothing.
- There will be thirty liars/false claimants to prophethood.
- The death of the Prophet (صلى الله عليه وسلم).

- The conquering of Baytul-Maqdis (Jerusalem).
- A type of death that will take the people just as a herd/flock of sheep catches a disease and they all perish.
- A tribulation, the most severe part of which will enter the house of every Muslim.
- The value of money will be little.
- The Romans will prove treacherous with the Muslims (just prior to the major signs).
- The new moon will increase in size.
- Wealth will increase and become abundant.
- Lying will become widespread.
- Time will contract.
- Speech will become abundant but actions will be stored away like treasure.
- A people will be dictated to, besides the Book of Allāh, and no one will show any rejection to that.
- Obscenity and miserliness will become widespread.
- There will emerge ribā (usury), zinā (fornication) and khamr (taking of intoxicants).

- A detailed look at the Dajjāl:
  - The place from which he will appear.
  - His physical description.
  - The tribulations he will come with.
  - The time at which he will appear.
  - The four mosques he will not be able to overcome.

  - The length of time he will spend upon the earth.
  - The place he will settle and the only city he will not be able to enter.
  - The youth that will confront him.

- Two groups from the ummah that Allāh has protected from the Fire.
- The descent of ʿĪsá b. Maryam (عليه السلام):
  - The place and time of his descent, and a description of how he will descend.
  - His physical description.
  - What will happen when the Dajjāl looks at ʿĪsá b. Maryam (عليه السلام) and the place at which ʿĪsá b. Maryam (عليه السلام) will fight and destroy the Dajjāl.
  - What will occur after the Dajjāl is killed and the Muslims are given victory.